WARRENTON

CREATING OUTDOOR RECREATION ECONOMIES

STRATEGIC PLAN

2024-2029

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Acknowledgments

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. The CORE strategic planning process for Warren County and the Town of Warrenton was combined for efficiency, although separate reports and implementation plans were developed.

Warrenton Board of Commissioners

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Plan Adoption

Warrenton Board of Commissioners – February 12, 2024

Executive Summary

Through CORE, the Town of Warrenton 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 a total of 27 recommended strategies under 5 priority areas, or goals. These goals, identified by the local work group, include:

Goal 1: Increase Outdoor Recreation & Related Small Business Revenue by 5% Annually

Goal 2: Expand & Improve Publicly Owned Outdoor Recreation Amenities by Two Sites

Goal 3: Develop the Outdoor Recreation Goods-Producing Ecosystem

Goal 4: Build a Resilient & Passionate Outdoor Recreation Workforce

Goal 5: Develop Sustainability & Conservation Practices to Protect Natural Resources and Community Aesthetics

These recommendations will serve as guideposts for Warrenton 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 2022, the outdoor recreation economy represented $563.7 billion in current-dollar gross domestic product (GDP), or 2.2 percent of the United States' total GDP. The outdoor recreation sector of the economy is growing at a faster rate than the overall economy. "Inflation-adjusted ("real") GDP for the outdoor recreation economy increased 4.8 percent in 2022, compared with a 1.9 percent increase for the overall U.S. economy, reflecting a deceleration from the increase in outdoor recreation of 22.7 percent in 2021. Real gross output for the outdoor recreation economy increased 7.5 percent, while outdoor recreation compensation increased 9.1 percent, and employment increased 7.4 percent (national table 9)." Employment in the outdoor recreation industry increased in all 50 states during 2022.

At the state level, outdoor recreation contributed $14.5 billion in total value-added economic impact to North Carolina's GDP. North Carolina ranked as the 11th highest state in "Value-Added Outdoor Recreation in Total outdoor recreation activities" in 2022. This included employment for over 146,000 individuals that resulted in over $6.8 billion in total compensation. Employment in key industries within the outdoor recreation sector includes

over 7,600 in manufacturing, 51,000 in retail, 27,000 in accommodation and food service, and over 29,000 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 22.8 million visitors to North Carolina state parks in 2021 — three million more than any other year on record. Many parks, national forests, and other public recreation areas report increased visitation as well. These numbers represent a solid base of individuals participating in outdoor recreation and contributing to associated economic activity. But there is still room to engage more individuals and continue to increase participation in outdoor recreation, particularly among populations that have not historically participated in outdoor recreation at levels comparable to others. Also, people increasingly want outdoor recreation opportunities that are convenient to where they live so they can participate on a regular basis without the need to travel long distances.[4] [5]

Setting

The Town of Warrenton, located in the north-central part of North Carolina, serves as the county seat of Warren County. Though the area that is currently identified as Warren County was settled in the 1730's, it wasn't until 1779 that a state bill was passed dividing Bute County into Warren and Franklin Counties. This act of creating Warren County followed the creation of a town plan charted on the plantation of Thomas Christmas. The town plan consisted of a street grid centered on a site dedicated to the county courthouse square. The original plan is evident

[1] 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
[2] Outdoor Industry Association. 2022 Outdoor Participation Trends Report. https://outdoorindustry.org/resource/2022-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] Headwaters Economics. Recreation Counties Attracting New Residents and Higher Incomes. https://headwaterseconomics.org/economic-development/trends-performance/recreation-counties-attract/
[5] Outdoor Foundation. 2022 Outdoor Participation Trends Report. https://outdoorindustry.org/wp-content/uploads/2023/03/2022-Outdoor-Participation-Trends-Report.pdf

still today marked by Main Street, Front Street, Bragg Street and the cross streets of Macon, Church, and Franklin.[6]

Warren County was named in honor of an American Revolutionary War Patriot General Joseph Warren who lost his life in 1775 at the battle of Bunker Hill in Charlestown, Massachusetts.[7]

Founded in 1779 and one of the oldest municipalities in North Carolina, Warrenton was originally settled and developed for agricultural purposes. The Town covers approximately 0.9 square miles within its town limits and is centered around the intersection of Highways US 401 and US 158. While the presence of important natural resources in and around the Town is limited, Warrenton has an abundance of historic and cultural resources including numerous homes constructed in the 1800s and 1900s which are still in use today and lying within a nationally designated Historic District.[8]

Warrenton is a relatively small rural town, with a population of 851[9] in the 2020 Census. Between 2010 and 2020, Warrenton experienced a slight loss in population, but appears to be poised for a net increase over the next five years. The nearest large population center is the city of Henderson, about 17 miles to the southeast.

While urban development is concentrated in a few areas, Warrenton has begun to experience organic, commercial growth through improvements to the downtown district. There is a recognition that significant population growth in Raleigh and Durham will eventually spread to the north. Warrenton, Macon, and Norlina, as well as Warren County have begun to experience investment both in commercial and residential rehabilitation projects. Additionally, lake-related development in northern Warren County continues to expand despite the lack of municipal infrastructure such as sewer and water service.[10]

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[6] *Warrenton Downtown Streetscape Master Plan Report, Town History, Page 7, January 4, 2017*

[7] *Ibid*

[8] *Ibid*

[9] *2022 Certified Municipal Population Estimates,* *https://www.osbm.nc.gov/facts-figures/population-demographics/state-demographer/municipal-population-estimates*

[10] *Warren County Comprehensive Development Plan 2022*

Economic Impact – Visitor Spending Warren County

Warren County ranked third ($63M) in the region for Visitor Spending[11] in 2021. That's behind Nash ($301M) and Halifax ($119) counties and ahead of Vance ($59M) and Franklin ($35M).

The breakdown includes Lodging: $15.75M *(includes 2nd home spending)*; Food & Beverage: $18.52M; Recreation: $9.41M; Retail: $5.64M; and Transport: $13.70M *(includes ground and air transportation).* Airbnb shared a breakdown of total Host income in rural NC counties, and in Warren County the approximate income was $2,292,000.

Demographics[12] – Warrenton

The population in this area is estimated to have changed from 851 to 892, resulting in a growth of 1.77% between 2020 and 2023. Over the next five years, the population is projected to contract by -0.34%. The median age is 48.3. Five years from now the median age is projected to be 50.7.

Of this area's current year estimated population, 62.4% are Black or African American, 27.0% are White, 1.5% are American Indian, 6.5% are Hispanic and 0.1% are Asian.

Currently, it's estimated that 48.4% of the population aged 25+ have a high school diploma or equivalent. 18.5% have some college, but no degree. 7.0% have an associate degree. 9.5% have earned a bachelor's degree and 3.3% have a graduate or professional degree.

Per capita income is $32,706 and projected to increase to $38,225 over the next five years. Median household income $37,490 in the current year and projected to increase to $42,847 over the next five years. Average household income is estimated to be $65,948 in the current year and is projected to increase to $75,617 over the next five years. Median disposable income for the current year is $32,511 and Average disposable income is $51,560.

Employment status for the civilian population age 16 and over is 91.8% with an unemployment rate of 8.2%.[13]

Retail Snapshot[14] shows a Total Retail Gap of $37,876,506 within the 20-minute drive-time from downtown Warrenton. The retail gap shows potential category opportunities for Limited and Full-Service Restaurants, Home Centers, Family Clothing Stores, Gift, Novelty, and Souvenir Stores, and Furniture Stores. The complete Retail Analysis can be found in the Appendix.

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[11] *VisitNC Data 2021*
[12] *Esri Community Profile - Forecasts for 2023 and 2028 US Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography*
[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, LLC 2023 – 15-mile center from 206 Shaver Rd. Warrenton NC*

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.

Warrenton Comprehensive Plan 2022

Two of the four goals in the 2022 Warrenton Comprehensive Plan relate to Outdoor Recreation. *Goal 1 – Greenways and Parks* – notes that hiking and biking trails are part of the Comprehensive Plan, and that collaboration is important when planning for greenways and parks to insure continuity. *Goal 3 – Retail/Economic Development* – Refers to one of Warrenton's major attractions is its preservation of existing historic homes and other historic sites. The goal also notes that the downtown area is experiencing the revitalization and use of existing buildings for restaurants, breweries, and other retail establishments. Warrenton's tree canopies were also referenced as important attributes in the town's identity. While not directly related to Outdoor Recreation itself, these are some of the adjacent activities that help create the *economy* of Outdoor Recreation in a community.

Warrenton Downtown Streetscape Master Plan 2017

The Downtown Master Plan identified nine goals,[15] one of which ties directly with Outdoor Recreation and three others that would have a direct impact on an improved economy. *Goal 5 – Provide multiple forms of access through downtown for bicycles and pedestrians –* suggests development of an internal exercise biking loop and connecting it with the State Bike Route (4) currently running along Ridgeway Street (401) and continuing down North Main Street away from downtown.[16] Goals 2, 3 and 7 are important to provide a strong outdoor recreation economy in Warrenton. *Goal 2 – Create an interesting and inviting destination to attract regional visitors; Goal 3 – Create a space that will extend activity hours downtown; Goal 7 – Create a fabric of improvements that encourage redevelopment and expansion of the downtown.*

Warrenton Bicycle and Pedestrian Plan 2020

The Town completed a Bicycle and Pedestrian Plan in 2020 to provide guidance in developing improvements to its bicycle and pedestrian infrastructure, programs, and policies. The plan was developed in consideration of the Town's vision and goals for making Warrenton a more walkable and bicycle-friendly place that matched its friendly, diverse, charming, and

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[15] *Downtown Streetscape Master Plan, 2017, Executive Summary, page 9*
[16] *Downtown Streetscape Master Plan, 2017, Executive Summary, page 5 and Analysis Process, page 23.*

economically vibrant character. Two of the plan's Goals and Objectives[17] relate specifically to Outdoor Recreation: *Goal 1 – Plan for interconnected, safe, pedestrian and bicycle networks;* and *Goal 3 – Support the Town as a destination for bicycling and walking.*

Kerr-Tar Council of Governments Community Economic Development Strategy

Warrenton is located within the Kerr Economic Development District (EDD). The Kerr-Tar Comprehensive Economic Development Strategy (CEDS) identified "Enhance Recreational Assets" as one of nine regional strategies. Recommendations include, creating a regional inventory of all recreational venues and activities; marketing identified opportunities to private developers who operate in the recreational sector; and identify funding sources to support public-led initiatives. The CEDS also identifies "Promoting Small Business/Entrepreneurial Development" as another strategy, which coincides with one of the goals of this plan.

Warren County 2021-2024 Strategic Plan

Warren County's vision is of *"a diverse, thriving, rural community known for our creative, sustainable economic revitalization."* The Strategic Plan's strategies provide a basis for developing Outdoor Recreation as an economic driver: Enhancing Warren's County's distinctive economic development assets; Building out the entrepreneur ecosystem; Capitalizing on opportunities to enhance downtown revitalization, and heritage tourism; Advancing agriculture through tourism, farmers markets and events; and complete 50% of Recreation Master Plan by 2024.

Warren County Recreation Master Plan (2018)

The Parks & Recreation Department owns and maintains 179 acres of parkland throughout the County. The County recently acquired a 45-acre parcel adjacent to the Recreation Complex with the intention of developing it for recreational use. There are 3,235 acres of parkland in Warren County that is not owned by the County. Ownership of other park areas includes Town of Norlina, Town of Warrenton, and North Carolina State Parks. Kerr Lake and Lake Gaston are notable recreational features in Warren County. At Kerr Lake the reservoir is managed by the Army Corps of Engineers, and North Carolina State Parks manages campsites and boat access on the banks. Lake Gaston is maintained and owned by Dominion Energy, a private hydroelectric company that maintains the reservoir for energy generation and flood control. Warren County's Buck Springs Park has a pier that provides fishing access to Lake Gaston, but there is no publicly maintained boat access to the lake in Warren County. There is recreational boat access to the lake through private marinas and private residences.

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[17] *Town of Warrenton Bicycle and Pedestrian Plan 2020, Introduction 1.2 Project Goals and Objectives, page 3*

Recommendations in the 2018 Master Plan include Parkland Goal #3 "Plan for development of future parkland, trails and facilities," and Programming Goal #3 is to "Expand programming to encourage recreational tourism in Warren County."

Warren County Comprehensive Plan 2022

Six of the eight goals identified in Warren County's Comprehensive Plan relate to Outdoor Recreation. The goals call for building capacity for new economic opportunities including investment in infrastructure; Stimulating development of new housing with focus on affordable and workforce housing options; Providing equitable opportunities to enjoy an active lifestyle; Promoting the arts, cultural activities, and heritage tourism; and, prioritizing a safe and interconnected transportation system, including greenways and bicycle facilities. Specific recommendations are found in sections devoted to Economic Development & Agriculture; Cultural & Natural Resources; Parks, Recreation & Tourism; and Land Use & Housing.

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 Robert Davie, Warrenton's Town Administrator following receipt of an initial application for participation in the *Creating Outdoor Recreation Economies (CORE)* on November 14, 2022. A Memorandum Of Understanding (MOU) and Resolution for the Warrenton CORE Strategic Plan was developed by REDD staff and adopted by the Warrenton Board of Commissioners at their meeting on February 14, 2023. REDD staff was given a guided tour of Warren County with driving tours of Macon, Norlina, and a self-guided walking tour of Warrenton.

Local Work Group Establishment and Involvement

Community members with an interest in Outdoor Recreation were asked to participate in the local work group. Beginning in March 2023, the Rural Planning team met with the local work group for a series of four sessions to gather and share information and share ideas. The local work group was comprised of business owners, residents, staff from Vance-Granville Community College, Warren County Parks & Recreation, Warren County Economic Development, Warrenton's Town Administrator, and a Town Commissioner. 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, County, and other municipalities to implement the strategic plan. The Town of Warrenton and the County are encouraged to adopt the work group as a standing or ad hoc committee of the Warren County Economic Development Commission.

Asset Mapping

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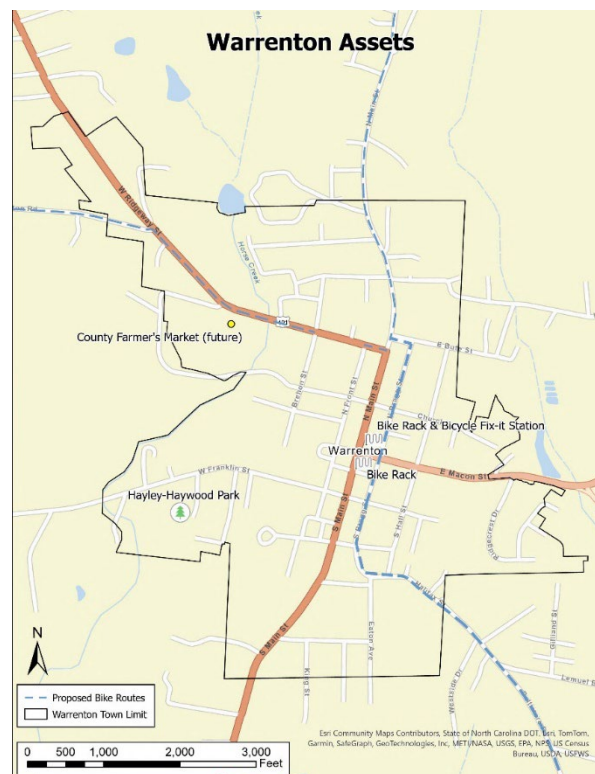
Public Engagement

We used an online survey to receive input from our CORE Work Group, described above, as well as four 2-hour meetings to develop the economic positioning statement and develop strategies. Additionally, a county-wide Stakeholder Breakfast event was held on September 26, 2023, at Buck Springs Plantation to receive feedback on recommended Strategies, Objectives and Actions. There were sixteen people in attendance. An online Stakeholder questionnaire was developed for all invitees with fifteen respondents. The results from the questionnaire will be helpful to EDC staff as they continue to work to strengthen existing businesses and to implement the recommendations. The results from the online stakeholder survey and notes from the Stakeholder Breakfast are included in the Appendix.

Two takeaways from the questionnaire and event include:

- 73% responded to the online questionnaire that local government should invest more local funding into building and supporting the outdoor recreation industry.

- "Vote with Your Dollars" at the Stakeholder Breakfast results
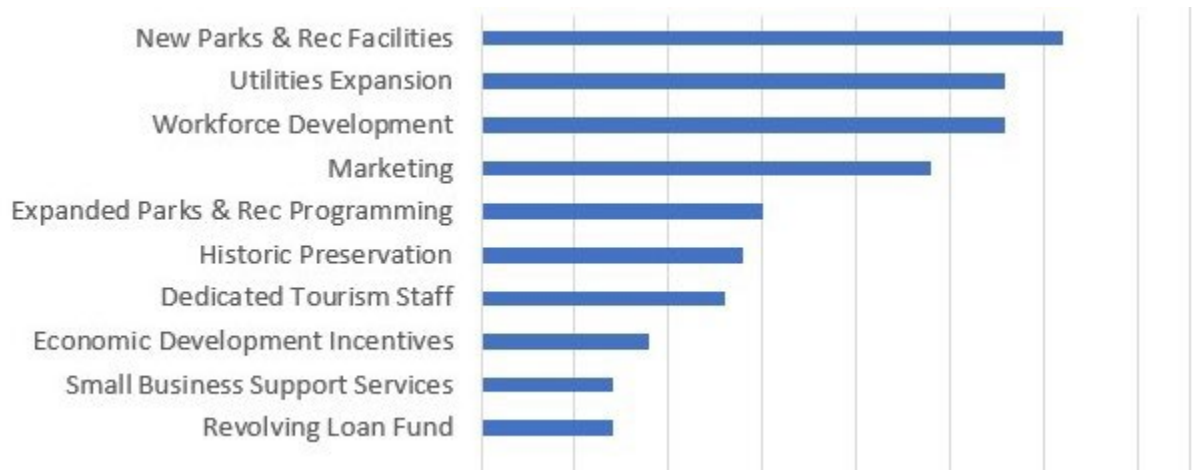
Economic Positioning Statement

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 Warren County.

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. A final statement was crafted by the group during its last working meeting, and the Warren County Board of Commissioners adopted the statement on January 8, 2024. This is the adopted statement:

> **With nationally recognized year-round outdoor recreation opportunities, Warren County's scenic farmland, clear waters, and open skies have set the scene for generations of memory-making experiences for residents and visitors. Vibrant and welcoming, Warren County is a place for people of all backgrounds to stretch their legs and celebrate their connection to the landscape in a thriving, rural community.**

Plan Review and Adoption

The Warrenton CORE Strategic & Implementation Plan was reviewed by work group members in late January 2024 and recommended for adoption. The Warrenton Board of Commissioners received the report and presentation by REDD staff during their regular meeting on February 12, 2024. By unanimous vote, the plan was adopted] by the Board of Commissioners.

Warrenton CORE Implementation Plan

Outdoor Recreation Economic Positioning Vision

With nationally recognized year-round outdoor recreation opportunities, Warren County's scenic farmland, clear waters, and open skies have set the scene for generations of memory-making experiences for residents and visitors. Vibrant and welcoming, Warren County is a place for people of all backgrounds to stretch their legs and celebrate their connection to the landscape in a thriving, rural community.

Goal 1: Increase outdoor recreation and related small business revenue by 5%

Goal 2: Expand publicly owned outdoor recreation amenities by two sites

Goal 3: Develop the county's outdoor goods-producing industry

Goal 4: Build a resilient and passionate outdoor recreation workforce

Goal 5: Develop sustainability and conservation practices to protect natural resources and community aesthetic

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Goal 1: Increase outdoor recreation and related small business revenue by 5% annually

Strategy 1.1: Extend the traditional outdoor recreation season beyond May-September
> ***Objective*** *- encourage new events during October-April "off-season"*
>> <u>Action</u> - identify and gather current festival/event organizers to encourage and brainstorm expanded events calendar
>> <u>Action</u> - create events to take advantage of the upcoming 250th anniversary of the United States of America (2026) - i.e., historic tours, etc.
>> <u>Action</u> – Create events to celebrate Town of Warrenton's 250th anniversary in 2029

Strategy 1.2: Improve resident engagement and participation in outdoor activities
> ***Objective*** *- encourage civic groups, senior centers, etc. to promote & utilize county outdoor recreation opportunities in partnership with Warren County Parks and Recreation and local outdoor recreation-oriented businesses*
>> <u>Action</u> - Form task force with local and regional partners to identify and increase youth outdoor recreation opportunities

Action – Research and engage with existing outdoor youth organizations such as NC Youth Outdoor Engagement Commission, Need More Outdoors, Great Outdoors University, Great Trails NC, North Carolina Interscholastic Cycling Club

Strategy 1.3: Improve economic impacts of existing in-town and town-sponsored festivals, cultural & historical events, and tours by 5% annually; and incorporate elements of outdoor recreation as appropriate

> *Objective - Evaluate Current Economic Impacts*
>> Action - generate list of outdoor recreation opportunities to incorporate into festivals/events
>> Action - coordinate with organizers to inventory all county events/festivals & create master calendar
>> Action - establish baseline attendance & current economic impacts

> *Objective - Improve Event Impacts*
>> Action - encourage organizers to develop growth strategies for each event/festival
>> Action - review impacts annually to determine which strategies are effective

Strategy 1.4: Coordinate with the county's marketing plan to include outdoor recreation brand identity

> *Objective - Determine & promote outdoor recreation brand identity priorities*
>> Action – Work with and support County and participate in the Outdoor Recreation Work Group - with representation from across the county, municipalities, & outdoor recreation sectors - to draft request for qualifications (RFQ)
>> Action – Support County efforts with a marketing firm with experience in rural outdoor recreation to determine outdoor rec marketing strategy and build out digital content on website, social media

Strategy 1.5: Support development of Warren County Tourism Development Authority (TDA)
>> Action - craft framework
>> Action - establish mini-grant program for marketing and promotion of events

Strategy 1.6: Increase travel-related expenditures revenue by 10% annually

> *Objective - Reimagine access to Warrenton's rich history through increased promotion, utilization, & protection*
>> Action – Promote Preservation Warrenton Walking Tour (self-guided/guided tours)
>> Action - Establish an annual Warrenton Homes Tour
>> Action - Establish baseline visitor count for each historical or cultural asset
>> Action - Create itineraries, activities, & tours to promote & expand reach of historic and cultural landmarks   *Partner: VisitNC, VisitNC Farms App*

> Action - Convert all existing walking and driving tour itineraries to online or app-based self-guided tours (with built-in user data gathering analytics)
> Resource: https://pocketsights.com

Strategy 1.7: Increase short-term rental revenue by 3% annually
> *Objective - Encourage & recruit short-term lodging*
>> Action – Work with County TDA to promote B&B, Airbnb hosting
>> Action - Support and promote non-traditional short-term lodging opportunities such as RV campgrounds, and bed & breakfasts

Strategy 1.8: Facilitate outdoor recreation activities in partnership among local businesses, the Warren County School system, and early childhood businesses

Goal 2: Expand & improve publicly owned outdoor recreation amenities by two sites

Strategy 2.1: Expand mountain biking and walking trails by 20+ miles
> *Objective: Support county in identifying 250+ acres to develop 25+ miles mountain bike and/or hiking trails to become trail destination*
>> Action - Establish relationships with state agencies, land trusts, and Homeowners Associations (HOAs) to determine opportunities for hiking and biking trail partnerships
>> Action - Develop relationship with trail building groups such as Triangle Off Road Cyclists (TORC) & partner to build out trails (e.g. Buck Spring Park, Medoc Mountain State Park)
>> Action – Support state grant ($67M) for County Greenway & Trails Initiative linking Warrenton, Norlina, and Macon by trail/greenway – *(see Strategy 2.3)*

> *Objective: Support Expansion of Buck Spring Park facilities*
>> Action - Create map of hiking & mountain bike trails for signage and website; edit as trail system expands
>> Action - Determine parcel & funding for pump/skills track
>> Action - Determine opportunities for bike and kayak rental kiosks through private/public partnership

Strategy 2.2: Advocate for the expansion of allowable outdoor recreation activities within state game lands
> **Objective:** Determine best practice to encourage utilization of NC Wildlife Resources (WRC) game lands for outdoor recreation (i.e., hiking, mountain biking, birdwatching) particularly for game lands closest to Warrenton
>> Action - Engage with WRC to negotiate additional uses and user groups to assist with advocacy

Action - Partner with state agencies to improve signage and access to game lands to encourage multiple uses

Action - Encourage context sensitive design of development near game lands & habitat enhancement projects in game lands

Strategy 2.3: Develop Trails, Greenway, Park Space and Trail Opportunities in Town Limits

Objective: Expansion of trails and greenways by 25% by 2028

Action - Identify existing locations throughout town

Action – Coordinate with County greenway / trail planning

Action – Acquire and develop approximately 11 acres for the Warrenton Nature Trail to include a half-mile walking trail, and bird-watching area in-town.

Action – Plan for expansion/improvement of existing parks (i.e., Hayley-Haywood Park)

Action – Identify preferred route of greenways in town to connect to existing/future county/state greenways

Action – Work with developers, homeowners, and other property owners to dedicate property for greenway easements/development[18]

Action - Identify & pursue funding opportunities (NC Cultural Resources/PARTF)

Strategy 2.4: Continue to grow Warren County Parks & Recreation outdoor recreation programming and facilities

Objective: Increase awareness and community use of Parks & Recreation facilities

Action – Support County marketing to build awareness regarding benefits of and proximity to outdoor recreation & applicable programming for town residents

Objective: Improve facilities to encourage use

Action - Plan for development of future parkland, trails, and facilities

Action - Allocate budget for capital improvements

Action - Upgrade safety & access, amenities

Action - Engage in placemaking by unifying signage, site furnishings, and materials throughout park system

Action - Identify and budget for continued park system maintenance

Strategy 2.5: Support development of the county-owned community facility and farmers market at 429 W Ridgeway St in Warrenton

Objective: Increase walking and biking destinations for residents

Action: Promote family-centered outdoor walking, biking, and playground activities with access to locally grown produce, arts, and crafts

Action: Plan local Fun Days, dances, and agricultural-themed activities

Action: Coordinate special events with County officials

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[18] *Warrenton Comprehensive Plan 2022, Goal 1- Greenways and Parks*

Goal 3: Develop the outdoor recreation goods-producing ecosystem

Strategy 3.1: Increase outdoor recreation business development opportunities by 2 activities per year in partnership with RTP, VGCC Small Business Center and other entrepreneurial activities

> <u>Action</u> - Promote customized training and upskilling resources to local employers
> <u>Action</u> - Encourage recruitment of restaurants, breweries/distilleries, outdoor recreation related retail and services
> <u>Action</u> - Support and encourage expanded agribusiness opportunities such as hydroponics and aquaponics with programs and policies that center family farms, local food producers, & sustainability

Strategy 3.2: Support and assist a Business Retention & Expansion (BRE) program for Warren County with a measurable focus on outdoor recreation-related businesses

> <u>Action</u> - Coordinate with local small business resource providers to educate business owners about outdoor recreation opportunities and coordinate product or service expansion that meets both existing and future outdoor recreation economy needs

Strategy 3.3: Support conducting a county-wide industry cluster inventory and analysis, as well as a supply chain map for the outdoor recreation industry

Strategy 3.4: Support the expansion and attraction of outdoor recreation manufacturing companies

Strategy 3.5: Target outdoor recreation goods-producing industries in the local economic development incentive policy

Strategy 3.6: Explore alternative financing options and small business services and educational programming

> <u>Action</u> – Review Town's existing revolving loan fund and encourage focus on Outdoor Recreation-related businesses

Goal 4: Build a resilient and passionate outdoor recreation workforce

Strategy 4.1: Partner with VGCC to support the expansion of industry-specific workforce development training programs (hard and soft skills)

Strategy 4.2: Market VGCC customized training and apprenticeship programs

Strategy 4.3: Work with local businesses to advocate for and support increased goods-producing average weekly wages by $300

Strategy 4.4: Work with local businesses to advocate for and support increased service-producing average weekly wages by $200

Strategy 4.5: Facilitate educational opportunities for K-12 students and workforce pipeline about outdoor recreation career and employment options in Warren County

> Action – Support and assist County strategies above as appropriate

Goal 5: Develop sustainability and conservation practices to protect natural resources and community aesthetic

Strategy 5.1: Educate and promote land management practices that advance the dual purpose of environmental sustainability and recreational opportunities; with an aim to sustain peoples' connection with nature and enhance human health outcomes. Coordinate efforts with the County as feasible

> Action: Identify strategic tracts of land that will advance conservation goals and can also be used for sustainable recreation opportunities.
>
> Action: Incorporate/promote "Leave No Trace" principles and educate residents and visitors about these practices. This overall objective can also be connected to the idea of "preserving rural and working landscapes." Also there could be a connection between this, farmland preservation, agritourism, etc.
>
> Action: Quantify the economic benefit of greenspaces, forest, and working lands on the local economy
> - Build data that promotes and illustrates link between recreation and conservation
>
> Action: Increase education regarding conservation, sustainability, and Leave No Trace principles.
> - Create messages for local schools, visitors, and outdoor recreation users
>
> Action: Engage youth and other "non-traditional" participants to encourage more individuals/residents to understand the benefits of outdoor recreation and access to nature.

Strategy 5.2: Examine land use policies and promote conservation-oriented development and sustainable best practices in recreational facility design and construction

> Action: Review development ordinances (zoning ordinance; subdivision ordinance) to ensure that they provide a regulatory structure that advances the recreational, sustainability, and resiliency goals of Warrenton
>
> Action: Support implementation of recommendations of the Warren County Comprehensive Development Plan (2022) that promote sustainability and conservation.
>
> Action: Utilize sustainable best practice guidelines when building and maintaining recreational infrastructure (trails, trailheads, water access, facilities, etc.).

- Ex. Required percentage of open space and/or recreational area/greenway easement dedication for all new major subdivisions. Conservation subdivision standards adopted.

Action: Encourage municipalities to seek designations such as "Tree City USA" to create formal/measurable objectives.

Strategy 5.3: Work to identify challenges posed by severe weather to outdoor recreation destinations and the related business ecosystem, and formulate rapid-response business and facilities assistance framework

Action - Research federal and state disaster resources and prepare readiness information for local businesses and parks and recreation facilities

Plan Implementation, Monitoring and Evaluation

Warren County 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 entirety of the plan.

Monitoring and Evaluation

We recommend that six (6) months after the implementation Plan is adopted the Town Board receive a progress update from the Town Administrator.

If the Town would like the NC Commerce Rural Planning Center to aid or provide guidance in the implementation of any of the recommendations, the Town Administrator should direct that request in writing (e-mail) to the Community Economic Development Planner for the North Central Prosperity Zone or to the Main Street & Rural Planning Center.

After a specified period, 6 months to 1 year, the Planner and town will determine if the town might benefit from other asset-based, local economic development technical assistance. On the 1-year anniversary of adoption of the Assessment and Recommendations, the Planner will conduct a review of the Town's progress and results.

If the Goals need revisions or adjustments the Plan should be amended by the Town. These amendments should also be adopted by the Town Commissioners.

We suggest that the easiest recommendations be addressed first and accomplished. The more difficult items will take some persistence, time, and working together by the person(s) or groups responsible identified in for each of the items.

Appendix

This is a separate document

TOWN OF WARRENTON

CREATING OUTDOOR RECREATION ECONOMIES
STRATEGIC PLAN
2024-2029

APPENDIX

- Funding & Resources
- Assets, Economic Drivers, SWOT, Unique Identifiers
- Surveys
- Work Group Meeting Notes
- Warrenton Retail Marketplace Snapshot (January 2024)
- Warrenton Recruitment Fact Sheet 2024

NORTH CAROLINA MAIN STREET AND RURAL PLANNING CENTER
POTENTIAL FUNDING SOURCES AND RESOURCES
FOR OUTDOOR RECREATION AND OUTDOOR RECREATION ECONOMIC DEVELOPMENT
(Revised August 2023)

*** The NC Main Street & Rural Planning Center recommends contacting listed entities directly for more information about their programs. The inclusion of a program on the list is not an endorsement by the NC Main Street & Rural Planning Center. ***

Program	Purpose/Description	Grants/Resources	Match	Website/Contact
Department of Natural and Cultural Resources – The Great Trails State Program	The Great Trails State Program, funded with $12.5 million each year for two years, will be a competitive grant program for new trail development and extension of existing trails, including paved trails, greenways, and natural surface trails for biking, hiking, walking, equestrian use, and paddling.	Grants	TBD	**Information on new program forthcoming.**
NC Land & Water Fund	These grants have been used in all 100 N.C. counties to help ensure clean drinking water, protect natural habitat and preserve our unique natural and cultural resources for future generations.	Grants – Funding Amounts Vary	Not Specified	https://nclwf.nc.gov/apply
Department of Natural and Cultural Resources - **The Land and Water**	The LWCF provides matching grants to local governments to assist with public park and recreation projects. LWCF grants can	Grants – Funding Amounts Vary	An applicant must match the grant with a minimum of 50 percent.	https://www.ncparks.gov/about-us/grants/land-and-water-conservation-fund

Program	Purpose/Description	Grants/Resources	Match	Website/Contact
Conservation Fund	be used to acquire land for a public park; to develop outdoor recreation and support facilities; or a combination of both. A project must be located on a single site.			
North Carolina Parks and Recreation Trust Fund (PARTF)	Awards matching grants to local governments for parks, public beach access, and improvements in state parks. The statewide program helps local governments reach their park and public access goals to improve the quality of life in their communities.	Grants - The North Carolina General Assembly funds PARTF each year at different levels.	1:1 Match for Local Government Projects; Funds also available for NC State Parks projects and the Coastal and Estuarine Water Beach Access Program	https://www.ncparks.gov/more-about-us/parks-recreation-trust-fund/parks-and-recreation-trust-fund
Program	**Purpose/Description**	**Grants/Resources**	**Match**	**Website/Contact**
NCDNCR, Division of Parks and Recreation - **Recreational Trails Program Grant**	The intent of the RTP is to help fund trails and trail-related recreational needs at the State level for projects that are construction ready for grant funding.	Grants – past grant amounts awarded between $10k-$100k	Past years have required a 25% Match of RTP Funds Received	https://trails.nc.gov/trail-grants/apply-grant
NC Department of Environmental Quality, Division of Marine Fisheries - **Boating Infrastructure Grant**	The BIG program is a federal grant program, administered by the U.S. Fish and Wildlife Service, that provides funding to states for the construction, renovation, and maintenance of	Grants - Two tiers: State (up to $200,000) and National (up to $1.5 million).	Yes – 25% cost share / match. In-kind services, materials, and other contributions are allowed for	https://www.deq.nc.gov/about/divisions/marine-fisheries/grant-programs/nc-boating-infrastructure-grant-program

(BIG) Program	boating infrastructure facilities for transient recreational vessels at least 26 feet long that are operated, leased, rented, or chartered primarily for pleasure. Boating infrastructure means the structures, equipment, accessories, and services that are necessary or desirable for a facility to accommodate eligible vessels. Transient vessels are those passing through or by a place, staying up to 15 days. Projects completed using BIG funds must provide public access but may be publicly or privately owned. The NC Division of Marine Fisheries is the lead agency for BIG in North Carolina. Both publicly owned and privately-owned marina facilities that are open to the public are eligible to apply for funding, including private marinas, local municipalities, state agencies, or other non-		the cost share / match.	

Program	Purpose/Description	Grants/Resources	Match	Website/Contact
	governmental entities. Note: No announcement yet for 2024 grants.			
National Fish and Wildlife Foundation (NFWF) - **America the Beautiful Challenge**	Intended to streamline grant funding opportunities for new conservation and restoration projects around the U.S., the America the Beautiful Challenge consolidates funding from multiple federal agencies and the private sector to enable applicants to conceive and develop large-scale projects that address shared funder priorities and span public and private lands.	Grants - Approximately $85 million	Non-federal match helps demonstrate broad support for the project and may be required by the federal funding requirements. Dependent of federal agency funding.	https://www.nfwf.org/programs/america-beautiful-challenge
Program	**Purpose/Description**	**Grants/Resources**	**Match**	**Website/Contact**
U.S. Department of Transportation's Federal Highway Administration (FHWA) – **Transportation Alternatives**	Provides funding for a variety of generally smaller-scale transportation projects such as pedestrian and bicycle facilities; recreational trails; and more.	Grants	Variable	https://www.fhwa.dot.gov/environment/transportation_alternatives/
U.S. Department of Transportation's Federal Highway Administration	Provides funds to the States to develop and maintain recreational trails and trail-related facilities for both nonmotorized	Grants – Funding Amounts Vary	Not Specified	https://www.fhwa.dot.gov/environment/recreational_trails/

Program	Purpose/Description	Grants/Resources	Match	Website/Contact
(FHWA) – **Recreational Trails Program**	and motorized recreational trail uses.			
National Forest Foundation – **Matching Awards Program**	The MAP program supports action-oriented projects that enhance outdoor experiences, forest and ecosystem health, and engage local communities in caring for their public lands.	Grants – Funding Amounts Vary	1:1 nonfederal cash match	https://www.nationalforests.org/grant-programs/map
US Fish & Wildlife Service - **Wildlife and Sport Fish Restoration (WSFR) Program**	Programs that distribute funding annually to state agencies and Tribes to manage fish, wildlife, and habitats, evaluate and enhance species of greatest conservation need, and provide recreational opportunities for fishing, hunting, shooting, and boating. Local governments and orgs. may have to partner with state agencies to access these funds.	Grants – Funding Amounts Vary	Not Specified	https://www.fws.gov/program/wildlife-and-sport-fish-restoration
Program	**Purpose/Description**	**Grants/Resources**	**Match**	**Website/Contact**
National Fish and Wildlife Foundation – **Acres for America**	Walmart's Acres for America program stands today as the leading public-private land conservation partnership in the United States. The partnership began in 2005,	Grants – Funding Amounts Vary	All grant awards require a minimum 1:1 match of cash or contributed goods and services.	https://www.nfwf.org/programs/acres-america

Program	Purpose/Description	Grants/Resources	Match	Website/Contact
	when Walmart and NFWF joined forces to establish Acres for America as a groundbreaking effort to support and catalyze the conservation of lands and wildlife habitat of national significance, and to benefit local communities and local economies.			
Outdoor Heritage NC - **North Carolina Schools Go Outside (GO) Grant**	Created to address the main barrier to getting kids outside during the school day – funding. Qualifying for grants require instructors demonstrate how the experience will address topics currently being taught in class and that the experience meets the goals of the Outdoor Heritage Trust Fund plan.	Grants – Funding Amounts Vary	Not Specified	https://www.outdoorheritage.nc.gov/grants/ For questions, contact ohac.grants@nc.gov
Program	**Purpose/Description**	**Grants/Resources**	**Match**	**Website/Contact**
Department of Natural and Cultural Resources - **Accessibility for Parks Grant**	Can be used to build accessible facilities or adapt existing facilities that meet the unique needs of children and veterans with physical and developmental disabilities.	Local governments can request a maximum of $500,000 with each application.	An applicant must match the grant with $1 of local funds for every $5 of grant funds. The value of in-kind services, such as volunteer work, cannot be used	https://www.ncparks.gov/about-us/grants/accessibility-parks-grant

Program	Purpose/Description	Grants/Resources	Match	Website/Contact
			as part of the match.	
Department of Natural and Cultural Resources - **Outdoor Recreation Legacy Partnership Program**	The purpose of the program is to provide grants to acquire and/or develop public lands for outdoor recreation purposes consistent with the purposes of LWCF, but with the further specific goals of funding projects that: • Are located within or serve an Urbanized Area (population of 50,000 or more) as designated by the Census Bureau from the 2010 Census; and Are in, or are directly accessible to, neighborhoods or communities that are underserved in terms of parks and recreation resources and where there are significant populations of people who are economically disadvantaged.	Grants – Funding Amounts Vary	ORLP grant projects must be cost-shared with non-federal funds at a minimum ratio of 1:1.	https://www.ncparks.gov/about-us/grants/outdoor-recreation-legacy-partnership-program
Program	**Purpose/Description**	**Grants/Resources**	**Match**	**Website/Contact**

Program	Purpose/Description	Grants/Resources	Match	Website/Contact
NCDOT - **IMD Feasibility Studies Program**	• Feasibility studies for eligible project types including paved trails, greenways, shared-use paths, sidepaths, and sidewalks.	Grant – Funding Amounts Vary	A local match is not required; however, it may be a factor to consider for a competitive grant cycle.	https://connect.ncdot.gov/municipalities/PlanningGrants/Pages/IMD-Feasibility-Studies-Program.aspx
The Conservation Fund – **Resourceful Communities' 'Creating New Economies Fund (CNEF)'**	Resourceful Communities' small-grant program, the Creating New Economies Fund (CNEF), provides direct investment in community-based efforts. Seed money supports a range of projects: eco- and heritage tourism, youth conservation programs, farmers markets, alternative energy production and more.	Grants - Grants cannot exceed $15,000. There is no minimum amount that must be requested for consideration, however, grants average $8,000-$12,000.	Not Specified	https://www.conservationfund.org/our-work/resourceful-communities/grants-and-other-resources
Program	**Purpose/Description**	**Grants/Resources**	**Match**	**Website/Contact**
Athletic Brewing Co. – **Two for the Trails**	ABC donates 2% of sales to protect and restore trails, and other projects that enhance access to the outdoors. Any registered LLC eligible, with preference given to 501(c)(3) non-profits.	Grant – Funding Amounts Vary	Not specified	https://athleticbrewing.com/pages/two-for-the-trails
Fox Factory Trail Trust	Provide grants to organizations helping to preserve the places we love to play. The goal is to	Grant – Funding Amounts Vary	Not Specified	https://www.trailtrust.com/

Program	Purpose/Description	Grants/Resources	Match	Website/Contact
	bring together diverse communities to build, maintain, and expand access to trails for both mountain biking and power sports. 501(c)(3) Non-Profits eligible.			
NCDEQ – **Water Resources Development Grant Program**	This program provides cost-share grants and technical assistance to local governments in NC. Applications for grants are accepted for 7 eligible project types: general navigation, recreational navigation, water management, stream restoration, water-based recreation, Natural Resources Conservation Service Environmental Quality Incentives Program (EQIP) stream restoration projects and feasibility/engineering studies.	Grant – Funding Amounts Vary depending on project type - $200,000 maximum recommended for "State & Local Projects"	50 percent matching limit	https://deq.nc.gov/about/divisions/water-resources/water-resources-grants/water-resources-development-grant-program
Program	**Purpose/Description**	**Grants/Resources**	**Match**	**Website/Contact**
T-Mobile Hometown Grants program	T-Mobile is committing up to $25 million over the next 5 years to support small towns across America by funding community projects. Program will help fund	Grants – maximum $50k per town	Not specified	https://www.t-mobile.com/brand/hometown-grants

Program	Purpose/Description	Grants/Resources	Match	Website/Contact
	projects to build, rebuild, or refresh community spaces that help foster local connections in your town. For example, this might include the town square pavilion, a historic building, an outdoor park, a ball field, etc.			
NCDEQ – Div. of Coastal Management - **Coastal Management Beach & Waterfront Access Program**	Provides matching grants to local governments for projects to improve pedestrian access to the state's beaches and waterways. Eligible applicants include local governments in the 20 coastal counties and their municipalities that have public trust waters (ocean, estuarine or riverine waters) within their jurisdictions.	Grants	Local Match Required	https://www.deq.nc.gov/about/divisions/coastal-management/coastal-management-beach-waterfront-access-program/beach-waterfront-access-grants
Program	**Purpose/Description**	**Grants/Resources**	**Match**	**Website/Contact**
PeopleForBikes Community Grant Program	The PeopleForBikes Community Grant Program supports bicycle infrastructure projects and targeted initiatives that make it easier and safer for people of all ages and abilities to ride. PeopleForBikes accepts grant applications from	Grants - up to $10,000	Do not require a specific % match, but do look at leverage and funding partnerships very carefully. We will not consider grant requests in	https://www.peopleforbikes.org/grant-guidelines

	non-profit organizations with a focus on bicycling, active transportation or community development; from city or county agencies or departments and from state or federal agencies working locally.		which PFB funding would amount to 50% or more of the project budget.	
North Carolina Community Foundation	The North Carolina Community Foundation (NCCF) is the only statewide community foundation serving North Carolina and has administered over $243 million in grants since 1988. With more than $440 million in assets, NCCF sustains over 1,200 endowments and partners with a network of affiliates to award grants and scholarships in communities across the state.	Grants	Each grant resource administered by the NCCF will have different specifications.	https://www.nccommunityfoundation.org/
<mark>Occupancy Tax used for non-marketing purposes</mark>	Will be dependent of legislation that dictates how local occupancy tax dollars are allocated.	Tax	n/a	Consult local Tourism Development Authority or comparable board regarding how local occupancy tax funds are collected and allocated.
USDA-RD - **Community Facilities Direct Loan & Grant Program**	This program provides affordable funding to develop essential community facilities in rural areas. An essential	Grants and Loans	Varying match rates dependent upon various factors	https://www.rd.usda.gov/programs-services/community-facilities/community-facilities-direct-loan-grant-program/nc

Program	Purpose/Description	Grants/Resources	Match	Website/Contact
	community facility is defined as a facility that provides an essential service to the local community for the orderly development of the community in a primarily rural area. Funds can be used to purchase, construct, and / or improve essential community facilities, purchase equipment and pay related project expenses.			
East Coast Greenway Alliance - **Complete the Trails Program**	The Alliance is seeking proposals for trail projects that can successfully apply CTP funding towards expanding the East Coast Greenway State Trail. This grant is for the purpose of planning, construction, promotion, and maintenance of component trails of the North Carolina Trails System.	Grant	Not Specified	https://www.greenway.org/complete-the-trails-nc
Project Fit for America	Project Fit for America is a national 501(c)(3) nonprofit organization that works at the	For the fee listed, Project Fit for America will provide outdoor	N/A	https://projectfitamerica.org/pfa-program-summary/

Program	Purpose/Description	Grants/Resources	Match	Website/Contact
	grassroots level with schools and frontline educators to create new opportunities for kids to be active, fit, and healthy as part of the everyday school experience. The organization works with communities to bring in funding, equipment, teacher training, curriculum, and the resources schools need to get kids fit and foster a love of movement. The total funding required to sponsor a two-year pilot and model school program is $18,206.	and indoor play equipment, lesson plan support materials, curriculum, and more.		
Hydro Flask® Parks for All	Parks for All supports the development, maintenance, and accessibility of public green spaces so people everywhere can live healthier, happier, and more fulfilled lives. Through Parks for All, Hydro Flask®, in partnership with the Outdoor Foundation, offers grants and	Grants and product donations	Not specified.	https://www.hydroflask.com/parks-for-all

	product donations (insulated stainless steel drink bottles with the Parks for All logo) to nonprofits dedicated to building, restoring, maintaining, or providing access to parks and recreational public lands and/or beaches and coastal areas. Note: Application deadline for product donations is April 30, 2023. Cash grant application round will open August 2023			
Program	**Purpose/Description**	**Grants/Resources**	**Match**	**Website/Contact**
Rails-to-Trails Conservancy (RTC)	RTC's Trail Grants program helps organizations and government agencies accelerate their trail network plans. The program is open to non-profit organizations as well as state, regional, local or tribal agencies working to support, develop and activate local and regional trail networks.	Grants – Funding Amounts Vary	Not Specified	https://www.railstotrails.org/our-work/grants/
Community Development Block Grant – **Neighborhood Revitalization**	Infrastructure and public improvements that support existing housing in the designated area (e.g., streets,	Grants – Maximum $950k	The CDBG-NR Program does not have a matching fund requirement.	https://www.commerce.nc.gov/about-us/divisions-programs/rural-economic-development-division/community-development-block-grants-cdbg

Program (CDBG – NR)	sidewalks/pedestrian ways, curbs and gutters, parks, playgrounds, greenways, water and sewer lines, flood and drainage improvements, and trees).			

In addition to the above list, the Outdoor Recreation Roundtable (ORR) in partnership with Oregon State University has compiled a list of national outdoor recreation funding and technical assistance resources. Some resources may be duplicated between the MS&RP and ORR resource guides. The inclusion of a program on the list is not an endorsement by the NC Main Street & Rural Planning Center. This list of resources is available via the below link:
https://drive.google.com/file/d/1Ucp7AQQQTHa8x0eWYL-ID53AvJU628dE/view

Federal and ORR Member Outdoor Recreation Funding and Technical Assistance Resources

Federal Resources

Appalachian Regional Commission

Grants and Contracts (Limited to Appalachian Region)

WEBSITE

CLASSIFICATION: Economic Development Grants

SUPPORTS: Asset-based development; community infrastructure (e.g. water and wastewater services, access roads, public and environmental health hazards); education and training (e.g. workforce training and vocational education); entrepreneurship and business development (e.g. access to capital, education and training, sector-based strategies, and business incubators); health; leadership development and capacity building; telecommunications (e.g. distance learning, telemedicine, high-speed internet, training curriculum); tourism development (e.g. building and rehabilitating facilities and infrastructure, training artisans and artists, developing strategic plans and feasibility studies); and transportation infrastructure.

DESCRIPTION: ARC awards grants to projects that address one or more of the five goals identified by ARC in its 2016–2020 strategic plan:

- Economic Opportunities
    - Invest in entrepreneurial and business development strategies that strengthen Appalachia's economy.
- Ready Workforce
    - Increase the education, knowledge, skills, and health of residents to work and succeed in Appalachia.
- Critical Infrastructure
    - Invest in critical infrastructure—especially broadband; transportation, including the Appalachian Development Highway System; and water/wastewater systems.
- Natural and Cultural Assets
    - Strengthen Appalachia's community and economic development potential by leveraging the Region's natural and cultural heritage assets.
- Leadership and Community Capacity
    - Build the capacity and skills of current and next-generation leaders and organizations to innovate, collaborate, and advance community and economic development.

and that can demonstrate measurable results. Typically, ARC project grants are awarded to state and local agencies and governmental entities (such as economic development authorities), local governing boards (such as county councils), and nonprofit organizations (such as schools and organizations that build low-cost housing).

GRANT SIZE/MATCHING: Up to $8,000,000 in FY2019, but depends on state. Typical grant between $100,000 and $500,000.

ARDA Matching Requirements–General
1. Generally, ARC grants are limited to 50% of project costs.
2. For projects in ARC-designated distressed counties, this limit can be raised to 80%.
3. For projects in ARC-designated at-risk counties, this limit can be raised to 70%.

4. For projects located in ARC-designated competitive counties (those that are approaching national economic norms), funding is usually limited to 30% of project costs.

5. ARC funding is usually not available for projects located in ARC-designated attainment counties (those that have attained or exceeded national economic norms).

ELIGIBILITY: Program grants are awarded to state and local agencies and governmental entities (such as economic development authorities), local governing boards (such as county councils), and nonprofit organizations (such as schools and organizations that build low-cost housing).

NAME: Partnerships for Opportunity and Workforce and Economic Revitalization (POWER)
STATE: Coal-affected communities
[**WEBSITE**](#)
CLASSIFICATION: Grants and technical assistance to reposition coal-dependent economies
SUPPORTS: Business Development, Education & Workforce Development, Asset-Based Development, Community Development, Civic Entrepreneurship, Healh
DESCRIPTION: The Partnerships for Opportunity and Workforce and Economic Revitalization (POWER) Initiative "is a congressionally funded program that provides resources to assist communities and regions adversely affected by job losses in coal mining, coal power plant operations, and coal-related supply chain industries due to the changing economies of America's energy production." 1 As of October 2019, the Appalachian Regional Commission (ARC) has funded 239 projects to help empower communities to create more diverse and sustainable economies under the POWER Initiative. These projects, which touch 312 counties in 11 states, are as diverse as the Appalachian region itself, deploying nearly as many different strategies as there are POWER projects.
GRANT SIZE/MATCHING: Maximum $2.5 Million for broadband deployment, $1.5 million for implementation projects, $50,000 for technical assistance
ELIGIBILITY: Closed for 2020

National Park Service

Rivers, Trails and Conservation Assistance
[**WEBSITE**](#)
CLASSIFICATION: Technical Assistance
SUPPORTS: Community access to outdoor recreation and park amenities, engaging young people in outdoor recreation and stewardship, organizational capacity of community organizations and partner groups, strategic planning
DESCRIPTION: The National Park Service – Rivers, Trails and Conservation Assistance program (RTCA) supports community-led natural resource conservation and outdoor recreation projects across the nation. Our conservation and recreation planning professionals partner with community groups, nonprofit organizations, tribes, and government agencies. This partnership assists local communities in realizing their conservation and outdoor recreation vision and goals by providing a broad range of services and skills. National Park Service (NPS) staff share their expertise to help your team turn an idea into reality. We offer this assistance on an annual basis with extensions based on mutual agreement. No monetary grants are made.
GRANT SIZE/MATCHING: Technical Assistance

ELIGIBILITY: Project applicants may be state and local agencies, tribes, nonprofit organizations, or citizen groups. National Parks and other Federal agencies may apply in partnership with other local organizations. Projects are preferred which:
- Are expected to accomplish noticeable results that promote natural resource conservation or outdoor recreation in the near future.
- Have significant and well-defined roles and contributions of project partners
- Have evidence of broad community support

United States Department of Agriculture (USDA)
USDA Innovation Center
Rural Economic Development Initiative (REDI)
[**WEBSITE**](#)
CLASSIFICATION: Technical Assistance for Creation and Implementation of Economic Development Plans
SUPPORTS: Economic Development Plans
DESCRIPTION: The Rural Economic Development Innovation (REDI) initiative provides free technical assistance from five capacity-building organizations for up to two years to help rural towns and regions create and implement economic development plans.

USDA's Innovation Center created the REDI initiative to support recommendations identified in the Report to the President of the United States from the Task Force on Agriculture and Rural Prosperity. The recommendations outline steps to develop the rural economy and support quality of life.
GRANT SIZE/MATCHING: Technical Assistance
ELIGIBILITY: Generally municipalities or other qualified sub-divisions of state government.
2020 Deadline: Currently Closed

USDA Rural Development
Local Food, Local Places (LFLP)
[**WEBSITE**](#)
CLASSIFICATION: Technical Assistance
SUPPORTS: Visioning, Action Planning, Asset Mapping for Economic Development, Food Access, and Preservation of Rural Lands
DESCRIPTION: Local Foods, Local Places helps cities and towns across the country protect the environment and human health by engaging with local partners to reinvest in existing neighborhoods as they develop local food systems. In 2020, the program is sponsored by the U.S. Department of Agriculture (USDA) and EPA.

Local Foods, Local Places supports locally led, community-driven efforts to protect air and water quality, preserve open space and farmland, boost economic opportunities for local farmers and businesses, improve access to healthy local food, and promote childhood wellness.

Selected communities will receive access to technical experts who will work with them to hold a two-day convening that brings together stakeholders in the community to develop an action plan for creating more vibrant downtowns and neighborhoods by promoting local foods. We encourage participation from federal and state agencies and other potential funding partners in the workshops, so that communities can learn about how they might apply for additional resources to help them accomplish their vision, but those funds are not guaranteed (EPA).

Technical assistance can help create walkable, healthy, economically vibrant neighborhoods through the development of local food systems and natural resource amenities, and help gateway communities to national forests revitalize and attract visitors to their downtowns (USDA)
GRANT SIZE/MATCHING: Technical Assistance
ELIGIBILITY: Agricultural businesses, Agricultural cooperatives, Producer networks, Producer associations, Community Supported Agriculture (CSA) networks, Community Supported Agricultural associations, Local government, Non-profit organizations, Producer network, Public benefit corporations, Tribal Governments, Regional farmers authorities
2020 Deadline: Currently Closed

Stronger Economies Together (SET) (inactive)
WEBSITE
CLASSIFICATION: Technical Assistance
SUPPORTS: Visioning, Action Planning, Asset Mapping
DESCRIPTION: A collaboration between USDA Rural Development, USDA National Institute of Food and Agriculture, and Land-Grant University Extension Professionals.

SET provides:
 - Step-by-step coaching to guide the design and implementation of a practical and viable regional economic development plan
- In-depth data tailored to the region, describing its current and emerging clusters, comparative economic advantages, and detailed demographic and socio-economic information
- Tools to uncover local assets and resources that can advance the region's economic strategies Technical assistance from Extension educators, USDA RD state staff, the Regional Rural Development Centers, and the Purdue Center for Regional Development to guide the initial stages of implementation of regional goals and strategies. 6-7 months planning, 6-7 months implementation.
GRANT SIZE/MATCHING: Technical Assistance
ELIGIBILITY: Two or more counties with 70% land area or 51% population in rural areas

Rural Business-Cooperative Service
Business and Industry Guaranteed Loans
WEBSITE
CLASSIFICATION: Guaranteed loans for rural businesses, via local lenders
SUPPORTS: Business conversion, enlargement, repair, modernization, or development; purchase and development of land, easements, rights-of-way, buildings, or facilities; purchase of equipment, leasehold

improvements, machinery, supplies or inventory; debt refinancing when refinancing improves cash flow and creates or saves jobs; business and industrial acquisitions when the loan will create or save jobs.

DESCRIPTION: This program bolsters the availability of private credit by guaranteeing loans for rural businesses.

GRANT SIZE/MATCHING: $1 Million - $25 Million

ELIGIBILITY: Lenders with the legal authority, sufficient experience and financial strength to operate a successful lending program. This includes: Federal or State chartered banks; Savings and loans; Farm credit banks; Credit unions. Any area other than a city or town with a population of greater than 50,000 inhabitants and the urbanized area of that city or town; The borrower's headquarters may be based within a larger city as long as the project is located in an eligible rural area; Projects may be funded in rural and urban areas under the Local and Regional Food System Initiative

Intermediary Relending Program

[WEBSITE](#)

CLASSIFICATION: Loans for Businesses and Community Development projects, via local intermediaries

SUPPORTS: The acquisition, construction, conversion, enlargement, or repair of a business or business facility, particularly when jobs will be created or retained; The purchase or development of land (easements, rights of way, buildings, facilities, leases, materials); The purchase of equipment, leasehold improvements, machinery, or supplies; Start-up costs and working capital; Pollution control and abatement; Transportation services; Feasibility studies and some fees; Hotels, motels, convention centers; Education institutions; Aquaculture based rural small business; Revolving lines of credit as described in [7 CFR Part 4274.314](#)

DESCRIPTION: The Intermediary Relending Program provides low-interest loans to local intermediaries that relend to businesses and for community development projects in rural communities.

GRANT SIZE/MATCHING:

ELIGIBILITY: To *be* an intermediary lender, must be a: Nonprofit and cooperative; Federally recognized Tribe; or Public Body. To *apply for a loan from* an intermediary lender, must be a: individual, public or private organization, or other legal entity, given that: Majority ownership is held by US citizens or permanent residents; The applicant owes no delinquent debt to the Federal Government; The applicant is unable to obtain affordable commercial financing for the project elsewhere; Are located in an eligible area. Eligible areas are rural areas outside a city or town with a population of less than 50,000. Urbanized areas near a city of 50,000 or more may not be eligible. The borrower's headquarters may be based within a larger city so long as the project service area is located in an eligible rural area. The lender may be located anywhere.

Rural Business Development Grants

[WEBSITE](#)

CLASSIFICATION: Grants and Technical Assistance

SUPPORTS:

Enterprise Grants support training and technical assistance (e.g. project planning, business counseling and training, market research, feasibility studies, professional or technical reports or producer service improvements); Acquisition or development of land, easements or rights of way; construction,

conversion, renovation of buildings; plants, machinery, equipment, access for streets and roads; parking areas and utilities; pollution control and abatement; capitalization of revolving loan funds, including funds that will make loans for start-ups and working capital; distance adult learning for job training and advancement; rural transportation improvement; community economic development; technology-based economic development; feasibility studies and business plans; leadership and entrepreneur training; rural business incubators; long-term business strategic planning.

Opportunity grants support community economic development; technology-based economic development; feasibility studies and business plans; leadership and entrepreneur training; rural business incubators; long-term business strategic planning

DESCRIPTION: This program is designed to provide technical assistance and training for small rural businesses. Small means that the business has fewer than 50 new workers and less than $1 million in gross revenue.

GRANT SIZE/MATCHING: $10,000-$500,000

ELIGIBILITY: Towns, Communities, State Agencies, Authorities, Nonprofit corporations, Institutions of Higher Education, Federally-recognized tribes, rural cooperatives (if organized as a private nonprofit corporation)

Rural Cooperative Development Grant

WEBSITE

CLASSIFICATION: Grants for Rural Cooperative Development Centers

SUPPORTS: Development of a Rural Cooperative Development Center. These Centers contribute to feasibility studies, business plans, leadership and operational improvement training, strategic planning.

DESCRIPTION: The primary objective of the RCDG program is to improve the economic condition of rural areas by assisting individuals and businesses in the startup, expansion, or operational improvement of rural cooperatives and other mutually-owned businesses through Cooperative Development Centers. Grants are awarded through a national competition. Each fiscal year, applications are requested through a notice published in the Federal Register and through an announcement posted on Grants.gov.

GRANT SIZE/MATCHING: Maximum grant of $200,000. Grantees must match 25% of total project costs (5% for Native American tribally-controlled colleges and universities that were granted land-grant status under an Act of Congress in 1994).

ELIGIBILITY: Non-profit corporations, Cooperatives, Institutions of Higher Education, Public Bodies. Not eligible: Public Bodies, For-Profit Businesses, Individuals

Rural Economic Development Loans and Grants

WEBSITE

CLASSIFICATION: Loans and Grants for Business Development and Facilities, via Local Utilities

SUPPORTS: Business incubators; community development assistance to nonprofits and public bodies (particularly job creation or enhancement); Facilities and equipment for education and training for rural residents to facilitate economic development; Facilities and equipment for medical care to rural residents; Start-up venture costs, including, but not limited to, financing fixed assets such as real estate, buildings (new or existing), equipment, or working capital; Business Expansion, Technical assistance

DESCRIPTION: The Rural Economic Development Loan (REDL) and Grant (REDG) programs provide funding to rural projects through local utility organizations. Under the REDL program, USDA provides

zero interest loans to local utilities, which they, in turn, pass through to local businesses (ultimate recipients), for projects that will create and retain employment in rural areas. The ultimate recipients repay the lending utility directly. The utility is responsible for repayment to the Agency. Under the REDG program, USDA provides grant funds to local utility organizations to use the funding to establish revolving loan funds (RLF). Loans are made from the revolving loan funds to projects that will create or retain rural jobs. When the revolving loan fund is terminated, the grant is repaid to the Agency.

GRANT SIZE/MATCHING: Up to $300,000 in grants may be requested for establishment of the Revolving Loan Fund. Up to 10% of grant funds may be applied toward operating expenses over the life of the RLF. Up to $1 million in loans may be requested.

ELIGIBILITY: Intermediaries may use funds to lend for projects in rural areas or towns with a population of 50,000 or less. To receive funding, an entity must be described as: Any former Rural Utilities Service (RUS) borrower who borrowed, repaid or pre-paid an insured, direct or guaranteed loan; Nonprofit utilities that are eligible to receive assistance from the Rural Development Electric or Telecommunication Programs; Current Rural Development Electric or Telecommunication Programs Borrowers

Rural Microentrepreneur Assistance Program

WEBSITE

CLASSIFICATION: Loans and Grants to Microenterprise Development Organizations (MDOs)

SUPPORTS: Microenterprise startups, microloan borrowers, micro entrepreneurs

DESCRIPTION: Rural Microentrepreneur Assistance provides microloans for microenterprise startups and growth through a Rural Microloan Revolving Fund, and provide training and technical assistance to microloan borrowers and micro entrepreneurs

GRANT SIZE/MATCHING: Grants are available to provide technical assistance to rural microentrepreneurs or microenterprises, up to $205,000 annually. Funding at the requested level is not guaranteed, and at least 15 percent matching funds are required. Loans of $50,000 - $500,000 may be used to establish a Rural Microloan Revolving Fund managed by the MDO. Total aggregate debt is capped at $2.5 million

ELIGIBILITY: To *be* an MDO, must be a: Nonprofit, Federally Recognized Tribe, or Institution of Higher Education. To *apply for a loan* from the MDO, must be a: Business located in an eligible area with 10 or fewer full-time employees. Eligible areas are rural areas outside a city or town with a population of less than 50,000. Urbanized areas near a city of 50,000 or more may not be eligible. The borrower's headquarters may be based within a larger city so long as the project service area is located in an eligible rural area. The lender may be located anywhere.

Rural Housing Service

Community Facilities Direct Loans & Grants

WEBSITE

CLASSIFICATION: Low-interest direct loans, grants, or a combination of both.

SUPPORTS: Purchase, construction, or improvement of essential community facilities, or to purchase equipment, or to pay related project expenses. For example, healthcare facilities (e.g. hospitals, medical clinics, dental clinics, nursing homes, assisted living facilities), public facilities (e.g. town halls,

courthouses, airport hangars or street improvements), community support services (e.g. child care centers, community centers, fairgrounds or transitional housing), public safety services (e.g. fire departments, police stations, prisons, police vehicles, fire trucks, public works vehicles, or equipment), educational services (e.g. museums, libraries or private schools), utility services (e.g. telemedicine or distance learning equipment), or local food systems (e.g. community gardens, food pantries, community kitchens, food banks, food hubs, or greenhouses).

DESCRIPTION: This program provides affordable funding to develop essential community facilities in rural areas. An essential community facility is defined as a facility that provides an essential service to the local community for the orderly development of
the community in a primarily rural area, and does not include private, commercial, or business undertakings.

GRANT SIZE/MATCHING: Grants: $15,000-$50,000 Loans: $100,000-$5 million. Grant assistance is:
- Limited to a maximum of 75% when the project is in a rural community with 5,000 or fewer residents and the median household income of the proposed service area is below the higher of the poverty line or 60% of the State nonmetropolitan median household income.
- Limited to a maximum of 55% when the proposed project is located in a rural community having a population of 12,000 or fewer and the median household income of the proposed service area is below the higher of the poverty line or 70% of the State nonmetropolitan median household income.
- Limited to a maximum of 35% when the proposed project is located in a rural community having a population of 20,000 or fewer and the median household income of the proposed service area is below the higher of the poverty line or 80% of the State nonmetropolitan median household income.
- Limited to a maximum of 15% when the proposed project is located in a rural community having a population of 20,000 or fewer and the median household income of the proposed service area is below the higher of the poverty line or 90% of the State nonmetropolitan median household income.

ELIGIBILITY: Must be a rural areas including cities, villages, townships and towns including Federally recognized Tribal lands with no more than 20,000 residents according to the latest U.S. Census Data. Priorities include small communities with a population of 5,500 or less, and/or low-income communities with a median household income below 80% of the state nonmetropolitan median household income.

Rural Utilities Service
Community Connect Grants
WEBSITE
CLASSIFICATION: Rural Broadband Grants
SUPPORTS: Rural Broadband
DESCRIPTION: This program helps fund broadband deployment into rural communities where it is not yet economically viable for private sector providers to deliver service.
GRANT SIZE/MATCHING: $50,000-$1,000,000
ELIGIBILITY: Rural areas that lack any existing broadband speed of at least 10 Mbps downstream and 1 Mbps upstream is eligible. Special district governments; County governments; Native American tribal organizations (other than Federally recognized tribal governments); City or township governments; For

profit organizations other than small businesses; State governments; Independent school districts; Nonprofits having a 501(c)(3) status with the IRS, other than institutions of higher education; Private institutions of higher education; Nonprofits that do not have a 501(c)(3) status with the IRS, other than institutions of higher education; Native American tribal governments (Federally recognized); Small businesses.

To be eligible for a Community Connect competitive grant, the Project must:

(a) Serve a Proposed Funded Service Area (PFSA) in which Broadband Service does not currently exist;

(b) Offer service at the Broadband Grant Speed to all residential and business customers within the PFSA ;

(c) Offer free service at the Broadband Grant Speed to all Critical Community Facilities located within the PFSA for at least 2 years starting from the time service becomes available to each Critical Community Facility;

(d) Provide a Community Center with at least two (2) Computer Access Points and wireless access at the Broadband Grant Speed, free of all charges to all users for at least 2 years; and

(e) Not overlap with the service areas of current RUS borrowers and grantees.

Telecommunications Infrastructure Loans and Loan Guarantees
WEBSITE
CLASSIFICATION: Loans for Telecommunications Infastructure
SUPPORTS: Telecommunications services, including: New construction, improvements, expansions, acquisitions, refinancing
DESCRIPTION: This loan and loan guarantee program offers financial assistance to eligible service providers that will construct, improve, or expand telecommunication and broadband networks in rural areas.
GRANT SIZE/MATCHING:
ELIGIBILITY: Rural areas and towns with a population of 5,000 or less. Public bodies; Cooperatives, nonprofits, limited dividend or mutual associations; State or local governments; Federally recognized Tribes

Water and Waste Disposal Loan & Grant Program
WEBSITE
CLASSIFICATION: Long-term, Low-interest direct loans, grants, or a combination of both.
SUPPORTS: Funds may be used to finance the acquisition, construction, or improvement of: Drinking water sourcing, treatment, storage and distribution; Sewer collection, transmission, treatment and disposal; Solid waste collection, disposal, and closure; Storm water collection, transmission, and disposal. In certain cases, funding may also be available for related activities such as: Legal and engineering fees; Land acquisition, water and land rights, permits, and equipment; Start-up operations and maintenance;

Interest incurred during construction; Purchase of facilities to improve service or prevent loss of service; Other costs determined to be necessary for completion of the project.

DESCRIPTION: This program provides funding for clean and reliable drinking water systems, sanitary sewage disposal, sanitary solid waste disposal, and storm water drainage to households and businesses in eligible rural areas.

GRANT SIZE/MATCHING: Long-term, low-interest loans. Grants may be available to keep user costs reasonable.

ELIGIBILITY: Rural areas and towns with populations of 10,000 or less -- check eligible addresses; Tribal lands in rural areas; Colonias

United States Department of Transportation (DOT)

Recreational Trails Program

WEBSITE ANNUAL REPORT

CLASSIFICATION: State funding for development and maintenance of recreational trails for nonmotorized and motorized uses.

SUPPORTS: Trail maintenance and restoration, Trailside and trailhead facilities, Equipment for construction and maintenance, Construction of new recreational trails, Acquisition of trail corridors, Assessment of trail conditions, Safety and environmental education, Administration

DESCRIPTION: The Recreational Trails Program (RTP) provides funds to the States to develop and maintain recreational trails and trail-related facilities for both nonmotorized and motorized recreational trail uses. The RTP is an assistance program of the Department of Transportation's Federal Highway Administration (FHWA). Federal transportation funds benefit recreation including hiking, bicycling, in-line skating, equestrian use, cross-country skiing, snowmobiling, off-road motorcycling, all-terrain vehicle riding, four-wheel driving, or using other off-road motorized vehicles. States are required to use 40 percent of their RTP funds for diverse recreational trail use, 30 percent for motorized recreation, and 30 percent for nonmotorized recreation. Each State develops and manages its own program of project selection and grant administration, in partnership with communities, agencies, and nonprofit organizations

GRANT SIZE/MATCHING: Generally $10K-$100K, though grants in certain states have been as large as $4.9 million. Matching requirements determined by states.

ELIGIBILITY: Generally municipalities or other qualified sub-divisions of state government.

United States Economic Development Administration (EDA)

Economic Adjustment Assistance Strategy and Implementation Grants

WEBSITE

CLASSIFICATION: Grants for Infrastructure and Facilities Development/Comprehensive Economic Development Strategies

SUPPORTS: Infrastructure, design and engineering, technical assistance, economic recovery strategies, capitalization or re-capitalizations of Revolving Loan Funds

DESCRIPTION: The EAA program supports a wide range of construction and non-construction activities (including infrastructure, design and engineering, technical assistance, economic recovery strategies, and capitalization or re-capitalization of Revolving Loan Funds (RLF)) in regions experiencing severe economic dislocations that may occur suddenly or over time.

EDA utilizes EAA investments to provide resources that help communities experiencing or anticipating economic dislocations to plan and implement specific solutions to leverage their existing regional economic advantages to support economic development and job creation. Like Public Works investments, EAA investments are designed to help communities catalyze public-private partnerships to foster collaboration, attract investment, create jobs, and foster economic resiliency and prosperity.

Strategy Grants support the development, updating or refinement of a Comprehensive Economic Development Strategy (CEDS). **Implementation Grants** support the execution of activities identified in a CEDS, such as infrastructure improvements, including site acquisition, site preparation, construction, rehabilitation and equipping of facilities. Specific activities may be funded as separate investments or as multiple elements of a single investment.

For example, EDA might provide funding to a university or community college to create and launch an economic diversification strategy to promote and enhance the growth of emerging industries in a region facing job losses due to declines in regionally important industries. As another example, EDA might provide funding to a city to support the construction of a publicly-owned multi-tenant business and industrial facility to house early-stage businesses.

GRANT SIZE/MATCHING: $100,000-$30 Million, average size $1.4 million

ELIGIBILITY: Must meet EDA's "distress criteria": an unemployment rate that is at least one point greater than the national average unemployment rate for the most recent 24-month period for which data are available; Per capita income that is 80 percent or less of the national average per capita income for period which data is available; other Special needs. Particular focus on Nuclear Closure Communities or Coal Communities. Match is determined by average per capita income or unemployment rate of region in which project is located. Eligible applicants include: District Organization; Indian Tribe or a consortium of Indian Tribes; State, county, city, or other political subdivision of a State, including a special purpose unit of a State or local government engaged in economic or infrastructure development activities, or a consortium of political subdivisions; Institution of higher education or a consortium of institutions of higher

education; or Public or private non-profit organization or association acting in cooperation with officials of a political subdivision of a State.

Public Works

[**WEBSITE**](#)

CLASSIFICATION: Grants and Cooperative Agreements

SUPPORTS: Water/Sewer System Improvements, Industrial Parks, Shipping and Logistics Facilities, Workforce Training Facilities, Business Incubators and Accelerators, Brownfield Redevelopment, Technology-based facilities, wet labs, multi-tenant manufacturing facilities, science and research parks, and telecommunications infrastructure and development facilities.

DESCRIPTION: EDA provides catalytic investments to help distressed communities build, design, or engineer critical infrastructure and facilities that will help implement regional development strategies and advance bottom-up economic development goals to promote regional prosperity. The Public Works program provides resources to meet the construction and/or infrastructure design needs of communities to

enable them to become more economically competitive. Prior examples of investments EDA has supported through the Public Works program include projects supporting water and sewer system improvements, industrial parks, high-tech shipping and logistics facilities, workforce training facilities, business incubators and accelerators, brownfield redevelopment, technology-based facilities, wet labs, multi-tenant manufacturing facilities, science and research parks, and telecommunications infrastructure and development facilities.

GRANT SIZE/MATCHING: $100,000-$30 Million

ELIGIBILITY: Investments must be aligned with a current Community Economic Development Strategy (CEDS) or equivalent EDA-accepted regional economic development strategy and clearly lead to the creation or retention of long-term high quality jobs.

For example, under this program, EDA may provide funding to a consortium of eligible recipients to support the construction of a technology center that provides laboratory, office, and manufacturing space that leads to the creation of advanced manufacturing jobs. As another example, EDA may provide funding to a county government to support regional job creation in targeted cluster industries and expand those industries' ability to export goods.

Eligible institutions include: Private institutions of higher education; County governments; City or township governments; Public and State controlled institutions of higher education; Special district governments; Nonprofits having a 501(c)(3) status with the IRS, other than institutions of higher education; State governments; Nonprofits that do not have a 501(c)(3) status with the IRS, other than institutions of higher education; Native American tribal governments (Federally recognized)

United States Environmental Protection Agency (EPA)

Brownfields and Land Revitalization Program Grant Funding

[WEBSITE](#)

CLASSIFICATION: Grants to support brownfields redevelopment and job training

SUPPORTS: The following activities related to brownfields: assessment, cleanup, revolving loans, environmental job training, technical assistance, training, and research.

DESCRIPTION: EPA's Brownfields Program provides direct funding for brownfields assessment, cleanup, revolving loans, environmental job training, technical assistance, training, and research. To facilitate the leveraging of public resources, EPA's Brownfields Program collaborates with other EPA programs, other federal partners, and state agencies to identify and make available resources that can be used for brownfield activities.

GRANT SIZE/MATCHING: Assessment Grants: Up to $300,000; Cleanup Grants: Up to $500,000; Revolving Loan Fund Grants: Up to $1,000,000; Multipurpose Grants: Up to $800,000

ELIGIBILITY: Grantees must demonstrate that they have significantly depleted funds (both EPA grant funding and any available program income) and that they have a clear plan for utilizing requested additional funds in a timely manner. Grantees must demonstrate that
they have made at least one loan or subgrant prior to applying for this supplemental funding and have significantly depleted existing available funds. EPA defines ''significantly depleted funds'' as uncommitted, available funding is 25% or less of total RLF funds awarded under all open and closed

grants and cannot exceed $600,000. For new RLF recipients with an award of $1 million or less, funds will be consider significantly depleted if the uncommitted or available funding does not exceed $300,000. Additionally, the RLF recipient must have demonstrated a need for supplemental funding based on, among other factors, the list of potential projects in the RLF program pipeline; demonstrated the ability to make loans and subgrants for cleanups that can be started, completed, and will lead to redevelopment; demonstrated the ability to administer and revolve the RLF by generating program income; demonstrated an ability to use the RLF grant to address funding gaps for cleanup; and demonstrated that they have provided a community benefit from past and potential loan(s) and/or subgrant(s).

Recreation Economy for Rural Communities
WEBSITE
CLASSIFICATION: Technical Assistance for Outdoor Rec Economy Planning
SUPPORTS: Community strategies and action planning for outdoor recreation economy development
DESCRIPTION: Recreation Economy for Rural Communities is a new planning assistance program to help communities develop strategies and an action plan to revitalize their Main Streets through outdoor recreation.
GRANT SIZE/MATCHING: Technical Assistance
ELIGIBILITY: Local governments; Indian tribes; Nonprofit institutions and organizations representing any community in the United States. Special consideration will be given to communities that are: Small towns, Economically disadvantaged, such as those in Opportunity Zones, and/or In the Northern Border region of Maine, Vermont, New Hampshire, and New York (see the Northern Border Regional Commission's website for a list of counties in this region).

United States Fish and Wildlife Service

Wildlife and Sport Fish Restoration Program (Pittman-Robertson and Dingell-Johnson)
WEBSITE and GUIDE TO SPECIFIC PROGRAMS
CLASSIFICATION:
SUPPORTS: Pittman-Robertson: Acquisition, development, and operation of wildlife management and public use areas; hunter education and safety;
Dingell-Johnson: Conservation and public recreation needs in fresh, estuarine and marine waters; improve and manage aquatic habitats and fisheries resources; protect coastal wetlands; infrastructure to recreational boaters
DESCRIPTION: The Wildlife and Sport Fish Restoration (WSFR) Program addresses the challenges of managing America's natural resources with effective, targeted grant programs designed to benefit fish and wildlife while capitalizing on recreational opportunities across the country.
GRANT SIZE/MATCHING: States provide up to 25% share of project costs. The remaining split between local governments and state agencies depends by state.
ELIGIBILITY: Generally counties, incorporated municipalities, and federally recognized tribes.

Via State Agencies

Land and Water Conservation Fund Stateside Grants
WEBSITE (Generally State DCNR)
CLASSIFICATION: Grants for outdoor recreation infrastructure
SUPPORTS: Acquisition; Amphitheaters; Archery/Shooting Ranges; Ballfields/Ball Sports (surface upgrades and rehabilitation, lighting, running tracks); Beach/Harbor/Marina (boathouses, beaches piers/pavilions, boat launches); Dog Parks; Equestrian; Fishing/Boardwalk; Golf Courses; Ice Rinks; Infrastructure (parking areas, electrical, roads, ADA accessibility, shelters, water treatment, waste management); Lodging/Camping (cabins, campgrounds); Parks/Trails Development/Renovation (park development, trail resurfacing, bridge construction, multi-use paths, fitness stations); Planning (State Comprehensive Outdoor Recreation Plans (SCORPs) and Master Plans); Playgrounds (including ADA accessibility); Pool/Aquatic Centers; Restrooms/Bathhouses; Skate Parks; Splash Pads; Tennis Courts (including pickleball); Visitors Centers
DESCRIPTION: Stateside grants provides matching funds to states and local governments for the acquisition and development of public outdoor recreation areas and facilities. Stateside grants have provided billions of dollars in grants for *community-scale* projects, including development of recreation facilities (e.g. parks, trails, bike paths, ball fields, recreation centers, pools and bathhouses, cultural interpretation sites, and other areas) as well as analytical studies on recreation potentials, needs, opportunities and policies. Importantly, state grants are 50/50 matching grants, meaning that states supply 50% of the project cost, leveraging dollars raised from offshore oil and gas royalties to meet community needs.
GRANT SIZE/MATCHING: Ranging from $8,000 to $4,400,000 in FY2019, Federal government will supply up to 50% of the project cost, and state project sponsor bears the remaining cost. The remaining split between local governments and state agencies depends by state.
ELIGIBILITY: Generally counties, incorporated municipalities, and federally recognized tribes.

Wildlife and Sport Fish Restoration Program (Pittman-Robertson and Dingell-Johnson)
WEBSITE and GUIDE TO SPECIFIC PROGRAMS
CLASSIFICATION:
SUPPORTS: Pittman-Robertson: Acquisition, development, and operation of wildlife management and public use areas; hunter education and safety;
Dingell-Johnson: Conservation and public recreation needs in fresh, estuarine and marine waters; improve and manage aquatic habitats and fisheries resources; protect coastal wetlands; infrastructure to recreational boaters
DESCRIPTION: The Wildlife and Sport Fish Restoration (WSFR) Program addresses the challenges of managing America's natural resources with effective, targeted grant programs designed to benefit fish and wildlife while capitalizing on recreational opportunities across the country.
GRANT SIZE/MATCHING: States provide up to 25% share of project costs. The remaining split between local governments and state agencies depends by state.
ELIGIBILITY: Generally counties, incorporated municipalities, and federally recognized tribes.

National Forest Foundation

Matching Awards Program
WEBSITE
CLASSIFICATION: Grants for trail maintenance, stewardship engagement, work crews
SUPPORTS: *Outdoor Experiences:* Trail Maintenance, bridge and crossing construction or repair, installation of trail drainage structures; Engaging youth, volunteers, underserved or under-engaged populations in hands-on stewardship activities; Employing youth and/or veterans crews to implement on-the -ground conservation, stewardship and/or restoration work. *Forest Health:* Ecosystem structure, function and diversity; Removal or control of non-native invasive species, reintroduction of native plants and trees
DESCRIPTION: The MAP program supports action-oriented projects that enhance outdoor experiences, forest and ecosystem health, and engage local communities in caring for their public lands.
GRANT SIZE/MATCHING: 1:1 nonfederal cash match
ELIGIBILITY: 501(c)(3) nonprofits, universities, and federally-recognized Native American tribes. All MAP applications must align with one or both of the NFF's strategic focus areas of Outdoor Experiences and Forest Health. Applications that cohesively integrate the two program areas are encouraged. All permitting and environmental compliance work (including but not limited to NEPA) must be complete before submitting a MAP application.

Ski Conservation Fund and Forest Stewardship Fund (USFS Invitation Only)
WEBSITE
CLASSIFICATION: Grants for trail maintenance, stewardship engagement, work crews
SUPPORTS: Trail Maintenance, bridge and crossing construction or repair, installation of trail drainage structures; Engaging youth, volunteers, underserved or under-engaged populations in hands-on stewardship activities; Employing youth and/or veterans crews to implement on-the -ground conservation, stewardship and/or restoration work.
DESCRIPTION: The National Forest Foundation [Ski Conservation FundTM (SCF) and Forest Stewardship Fund (FSF)](link) provide funding for action-oriented on-the-ground or citizen-based monitoring projects that improve forest health and outdoor experiences on National Forests and Grasslands. Award funds come from guest contributions at ski areas and lodges operating on or adjacent to National Forest System lands, with added National Forest Foundation federal funds for SCF.
GRANT SIZE/MATCHING: 1:1 nonfederal cash match
ELIGIBILITY: The grant application process for Ski Conservation Funds and Forest Stewardship Funds varies based on location and funding source. With one exception, grants are invitation-only and projects to be funded are determined based on local Forest Service priorities. 501(c)3 nonprofits, universities, state and local government entities, and federally recognized Native American tribes are eligible to receive SCF and FSF grants. If an organization does not meet this eligibility requirement, it must utilize an eligible fiscal sponsor, in compliance with the NFF Policy on Fiscal Sponsorship.

Fish and Wildlife Foundation

Acres for America
WEBSITE TIP SHEET
CLASSIFICATION: Land Acquisition Grants
SUPPORTS: Land Acquisition for Public Access, Wildlife Connectivity and Ecological Services
DESCRIPTION: Acres for America is the National Fish and Wildlife Foundation's (NFWF) premier land conservation program, and was established to provide urgently needed funding for projects that conserve important large-scale habitats for fish, wildlife, and plants through land acquisitions and perpetual conservation easements. In 2005, Acres for America was launched as a partnership between Walmart Stores (www.walmart.com) and NFWF. As a founding partner, Walmart's goal was to offset the footprint of its domestic facilities on at least an acre by acre basis – a number then estimated at 100,000 acres – through permanent conservation of important wildlife habitats. The program has now helped to permanently protect over 1.49 million acres, and connect more than 10 million acres of public and private conservation lands across the country.
GRANT SIZE/MATCHING: Approximately $3.1 million will be available to support projects in 2020. Based on prior year decisions, we anticipate that between four and eight projects will be awarded funds. All grant awards require a minimum 1:1 match of cash or contributed goods and services. Federal funds may be considered as match. Please include ALL matching sources no matter the status (intend to apply, application submitted, pledged, received). Due to the competitive nature of this program, successful Acres for America projects typically have matching funds at a 5:1 ratio or greater.
ELIGIBILITY: Eligible applicants include non-profit 501(c) organizations, state government agencies, local governments, municipal governments, Indian tribes, and educational institutions. Preferential consideration will be given to proposals that can demonstrate their ability to achieve more than one of the program priorities: Conserve critical habitats for birds, fish, plants and wildlife; Connect existing protected lands to unify wild places and protect critical migration routes; Provide access for people to enjoy the outdoors; Ensure the future of local economies that depend on forestry, ranching and wildlife.
2020 Deadline: April 15, 2020

Small Business Administration
NAME:
STATE:
WEBSITE:
CLASSIFICATION:
SUPPORTS:
DESCRIPTION:
GRANT SIZE/MATCHING:
ELIGIBILITY

ORR Member Resources

Archery Trade Association (ATA)

KEY CONTRIBUTIONS: Education (Policy, Technical) Business Resources (e.g. Communication, marketing, photos, branding, tax assistance), Instructor Certification, Small Grants, Social Media Community, Range Design Assistance

[WEBSITE](#)

QUOTABLES:

[ATA can provide](#) policy guidance, technical guidance, educational resources, business resources, and other leverage in the form of providing third party support for the archery industry members.   Business assistance may include leveraging resources including communication, marketing, photos, branding and other business services including insurance and federal tax assistance. --whatever you could think an archery manufacturing or retailer business may desire, we can help. — Dan Forster, Archery Trade Association

We have the capability internally and through partners to "certify" archery instructors and get them certified to instruct a variety of developed programs. — Dan Forster, Archery Trade Association

We provide outward facing support in the form of small grants that serve to grow archery participation. It's fairly non prescriptive, though most would apply to things like archery range development and program development.

A rural community or local government entity might come to us and say "hey, we're thinking about a range near the ballfields, what does this look like?"--we have a whole host of resources to support them. We have developed range guides covering everything from backyard temporary ranges to large indoor and outdoor facilities. ATA serves these opportunities up to state agencies and local communities primarily and try to make it easy for them to develop a new facility. We seek to invest resources for the greatest good, which generally come when we partner with the state.

Our grant priorities in general seek to grow participation in archery hunting and target archery. The closer to get to that, the more interests we will have in common. "The home run for us is if you have a both state and community partnership, and it's not just about the range, but about programming as well. That's where we feel like we make the most from our investment." The range of the grants are generally up to $100K. — Dan Forster, Archery Trade Association

Our two primary social media platforms include [Bow Hunting 360](#) and [Archery 360](#). — Dan Forster, Archery Trade Association

State fish and wildlife agencies have access to federal funds (Pittman-Robertson funds) derived, in part, from an excise tax on archery equipment. These funds may be used to develop archery ranges and programming. Local entities may be able to partner with state fish and wildlife agencies and tap into these funds which require non-federal dollars as match (10-25%). ATA can help connect interested parties and assist with range design. Small grant monies derived from ATA may be used as non-federal match. — Dan Forster, Archery Trade Association

Association of Marina Industries (AMI)

KEY CONTRIBUTIONS: Education (Operations, Safety, Infrastructure, Amenities, Political Advocacy), Scholarships for Education, Economic Impact Calculator, Annual Conference
WEBSITE
QUOTABLES:

We offer training on operations policy and safety at marinas, and offer scholarships, though they're under-utilized. It's a training certification program. You can become a certified marina manager. We offer an intermediate marina manager and advanced marina manager course, where they learn things like day-to-day housekeeping, social media and marketing. In the advanced course they do a case study where they develop a 5-year business plan for the business they're working at at the time. Other topics include infrastructure, amenities, safety concerns, and the changing political environment in the region. — Eric Kretsch, AMI

BoatUS

KEY CONTRIBUTIONS: Safety Training, Grants
WEBSITE
QUOTABLES

BoatUS has the BoatUS Safety Program. States require boater education to operate on the water, rather than there being a federal standard. BoatUS has stood up and made a free course--36 states accept the course. We want to make sure boaters have the confidence to go out--we know that one of the worst things that could happen is that someone gets a boat and has a bad experience. — David Kennedy, BoatUS

The Boating Infrastructure Grant Program (BIG Program) provides grant funds to states to construct, renovate and maintain tie-up facilities for vessels 26 feet or more in length. These funds come from the Sport Fish Restoration and Boating Trust Fund. BoatUS helped conceive of that idea, and continues to provide broad support for the trust fund. — David Kennedy, BoatUS

Marine Retailers Association of the Americas (MRAA)

KEY CONTRIBUTIONS: Education, Workforce Development, Industry Data, Marketing Assistance, Grants for Education
WEBSITE
QUOTABLES:

We are primarily an education association--we provide hundreds of classes about training and developing the workforce, and training organizations to be more resilient. We provide trade association scholarships to become technicians. — Adam Fortier-Brown, MRAA

We have published something called the "10+1 Strategy: A Marine Industry Guide to Growing the Workforce". It's designed to help solve the workforce challenges facing the marine industry. It is written like a roadmap for employers to take matters into their own hands and have a clear direction for successful growth. — Adam Fortier-Brown, MRAA

On our "Resources" page, we have tons of info including Data (inc. survey of members across the industry, dealer sentiments, retail trends and stock performance), Finance and Infrastructure, How-To Guides, Financial Templates, Marketing, Operations, and Sales Guidance, Service Education, Safety and Training. We can teach owners how to run a business and do it safely, as well as consumers how to operate a boat safely. — Adam Fortier-Brown, MRAA

Direct payments could come from our education foundation--they are technically separate from MRAA as a 501c3. They can provide scholarships for businesses. — Adam Fortier-Brown, MRAA.

Motorcycle Industry Council (MIC)

KEY CONTRIBUTIONS: Grants (Safety, Education and Training or Recreation and Ridership Expansion)
WEBSITE
QUOTABLES
The Right Rider Access Fund is operated by the Motorcycle Industry Council, Speciality Vehicle Institute of America, and the Recreational Off-Highway Vehicle Association. We promote the safe and responsible use of off-highway vehicles and preserve their access to appropriate lands.

Grants are provided for safety, education and training projects that contribute to the growth and continued enjoyment of motorcycle, ATV and side-by-side recreation. — Scott Schloegel, MIC

The National Off-Highway Vehicle Conservation Council (NOHVCC) provides great support. They are the national model for trail development through their Great Trails Guidebook and Workshops. They have programs for rider education, rider assistance, and local organizational involvement such as riding club development. — Scott Schloegel, MIC

Tread Lightly has programs (Ride On, Tread Trainer, Restoration for Recreation, etc) that focus on education and stewardship of motorized recreation — Scott Schloegel, MIC

The ATV Safety Institute provides rider skills training. — Scott Schloegel, MIC

The Coalition for Recreational Trails (CRT) advocates for the Recreational Trails Program (RTP) to ensure it is reauthorized and fully funded. The RTP provides funding for motorized and non-motorized trails across the country. — Scott Schloegel, MIC

RV Dealers Association (RVDA)

KEY CONTRIBUTIONS: Education
WEBSITE

RV Industry Association (RVIA)

KEY CONTRIBUTIONS: Education (Service and Technician), Industry Statistics, Marketing Assistance, Buying Guides
WEBSITE
QUOTABLES:

Within the last year we started the RV Technical Institute, a brand new training program to address service needs. As we put more RVs on the roads, we have more service needs across the country. The Technical Institute can help rural America where many of these campgrounds are located. — Chris Bornemann, RVIA

We provide industry statistics and forecasting on current and future consumers. GoRVing is the marketing and advertising arm of the industry. The GoRVing website outlines the needs/must haves/nice to haves for businesses to support consumers. — Chris Bornemann, RVIA

Some of our major manufacturers--Winnebago and Airstream--have been doing a lot to help communities and campgrounds. Winnebago recently partnered with the National Park Foundation to help with campground modernization and deferred maintenance needs. Thor Industries (the parent for Airstream) gave a multimillion dollar gift. They're all in it together. — Chris Bornemann, RVIA

The Corps Network (TCN)

KEY CONTRIBUTIONS: Technical assistance/expertise in Conservation Corps operations and programming; access to funding and project opportunities; industry data; workforce development and education; service and volunteerism.
WEBSITE
QUOTABLES:
The Corps Network supports Corps by advocating on their behalf, providing access to funding and project opportunities, and by offering expertise in Corps operations and programming. Every year, The Corps Network's efforts enable roughly 25,000 diverse young people and recent veterans to strengthen communities, improve the environment and transform their lives through service in Corps programs.

The National Association of RV Parks and Campgrounds (ARVC)

KEY CONTRIBUTIONS: Education, Grants for Education, Annual Conference
WEBSITE
QUOTABLES:
Our foundation funds grants for education--not just to attend the annual conference, but various workshops throughout the year as well. Our education is created by an in-house team and is certified by the International Association for Continuing Education and Training (IACET). ARVC's education is equal to the collegiate level. We also have a prospective owner's workshop, which focuses on teaching new owner/operators and people who have purchased land or thinking of purchasing land, what it would require to run an RV park or campground. This is all provided on a dedicated online platform--so long as people have internet. We also try to educate local officials on the economic value of RVing and private RV parks and campgrounds. — David Basler and Jeff Sims, ARVC

At our annual conference, the curriculum is vast, covering marketing, advocacy, operations and finances. People can participate in multiple tracks and earn continuing education units (CEUs). — David Basler and Jeff Sims, ARVC

We often showcase best practices and write feature stories on campgrounds doing something in the local community--for instance, a park in Ohio where their owner is an ecologist by trade. He runs a full-on education service. — David Basler and Jeff Sims, ARVC

"Discover Boating" is a communication arm between MRAA and NMMA--dealers can go on to request social media graphics to educate boaters and consumers. — Adam Fortier-Brown, MRAA

Funding Support By Activity

Basic Infrastructure (e.g. Drinking water, sewage, storm water, broadband, telecommunications)

Water and Waste Disposal Loan & Grant Program
WEBSITE
CLASSIFICATION: Long-term, Low-interest direct loans, grants, or a combination of both.
SUPPORTS: Funds may be used to finance the acquisition, construction, or improvement of: Drinking water sourcing, treatment, storage and distribution; Sewer collection, transmission, treatment and disposal; Solid waste collection, disposal, and closure; Storm water collection, transmission, and disposal. In certain cases, funding may also be available for related activities such as: Legal and engineering fees; Land acquisition, water and land rights, permits, and equipment; Start-up operations and maintenance; Interest incurred during construction; Purchase of facilities to improve service or prevent loss of service; Other costs determined to be necessary for completion of the project.

DESCRIPTION: This program provides funding for clean and reliable drinking water systems, sanitary sewage disposal, sanitary solid waste disposal, and storm water drainage to households and businesses in eligible rural areas.
GRANT SIZE/MATCHING: Long-term, low-interest loans. Grants may be available to keep user costs reasonable.
ELIGIBILITY: Rural areas and towns with populations of 10,000 or less -- check eligible addresses; Tribal lands in rural areas; Colonias

Community Connect Grants
WEBSITE
CLASSIFICATION: Rural Broadband Grants
SUPPORTS: Rural Broadband
DESCRIPTION: This program helps fund broadband deployment into rural communities where it is not yet economically viable for private sector providers to deliver service.
GRANT SIZE/MATCHING: $50,000-$1,000,000
ELIGIBILITY: Rural areas that lack any existing broadband speed of at least 10 Mbps downstream and 1 Mbps upstream is eligible. Special district governments; County governments; Native American tribal organizations (other than Federally recognized tribal governments); City or township governments; For profit organizations other than small businesses; State governments; Independent school districts; Nonprofits having a 501(c)(3) status with the IRS, other than institutions of higher education; Private institutions of higher education; Nonprofits that do not have a 501(c)(3) status with the IRS, other than institutions of higher education; Native American tribal governments (Federally recognized); Small businesses.

To be eligible for a Community Connect competitive grant, the Project must:

(a) Serve a Proposed Funded Service Area (PFSA) in which Broadband Service does not currently exist;

(b) Offer service at the Broadband Grant Speed to all residential and business customers within the PFSA ;

(c) Offer free service at the Broadband Grant Speed to all Critical Community Facilities located within the PFSA for at least 2 years starting from the time service becomes available to each Critical Community Facility;

(d) Provide a Community Center with at least two (2) Computer Access Points and wireless access at the Broadband Grant Speed, free of all charges to all users for at least 2 years; and

(e) Not overlap with the service areas of current RUS borrowers and grantees.

Telecommunications Infrastructure Loans and Loan Guarantees
WEBSITE
CLASSIFICATION: Loans for Telecommunications Infastructure

SUPPORTS: Telecommunications services, including: New construction, improvements, expansions, acquisitions, refinancing

DESCRIPTION: This loan and loan guarantee program offers financial assistance to eligible service providers that will construct, improve, or expand telecommunication and broadband networks in rural areas.

GRANT SIZE/MATCHING:

ELIGIBILITY: Rural areas and towns with a population of 5,000 or less. Public bodies; Cooperatives, nonprofits, limited dividend or mutual associations; State or local governments; Federally recognized Tribes

Public Works

WEBSITE

CLASSIFICATION: Grants and Cooperative Agreements

SUPPORTS: Water/Sewer System Improvements, Industrial Parks, Shipping and Logistics Facilities, Workforce Training Facilities, Business Incubators and Accelerators, Brownfield Redevelopment, Technology-based facilities, wet labs, multi-tenant manufacturing facilities, science and research parks, and telecommunications infrastructure and development facilities.

DESCRIPTION: EDA provides catalytic investments to help distressed communities build, design, or engineer critical infrastructure and facilities that will help implement regional development strategies and advance bottom-up economic development goals to promote regional prosperity. The Public Works program provides resources to meet the construction and/or infrastructure design needs of communities to enable them to become more economically competitive. Prior examples of investments EDA has supported through the Public Works program include projects supporting water and sewer system improvements, industrial parks, high-tech shipping and logistics facilities, workforce training facilities, business incubators and accelerators, brownfield redevelopment, technology-based facilities, wet labs, multi-tenant manufacturing facilities, science and research parks, and telecommunications infrastructure and development facilities.

GRANT SIZE/MATCHING: $100,000-$30 Million

ELIGIBILITY: Investments must be aligned with a current Community Economic Development Strategy (CEDS) or equivalent EDA-accepted regional economic development strategy and clearly lead to the creation or retention of long-term high quality jobs.

Grants and Contracts (Limited to Appalachian Region)

WEBSITE

CLASSIFICATION: Economic Development Grants

SUPPORTS: Asset-based development; community infrastructure (e.g. water and wastewater services, access roads, public and environmental health hazards); education and training (e.g. workforce training and vocational education); entrepreneurship and business development (e.g. access to capital, education and training, sector-based strategies, and business incubators); health; leadership development and capacity building; telecommunications (e.g. distance learning, telemedicine, high-speed internet, training curriculum); tourism development (e.g. building and rehabilitating facilities and infrastructure, training artisans and artists, developing strategic plans and feasibility studies); and transportation infrastructure.

DESCRIPTION: ARC awards grants to projects that address one or more of the five goals identified by ARC in its 2016–2020 strategic plan:

- Economic Opportunities
    - Invest in entrepreneurial and business development strategies that strengthen Appalachia's economy.
- Ready Workforce
    - Increase the education, knowledge, skills, and health of residents to work and succeed in Appalachia.
- Critical Infrastructure
    - Invest in critical infrastructure—especially broadband; transportation, including the Appalachian Development Highway System; and water/wastewater systems.
- Natural and Cultural Assets
    - Strengthen Appalachia's community and economic development potential by leveraging the Region's natural and cultural heritage assets.
- Leadership and Community Capacity
    - Build the capacity and skills of current and next-generation leaders and organizations to innovate, collaborate, and advance community and economic development.

and that can demonstrate measurable results. Typically, ARC project grants are awarded to state and local agencies and governmental entities (such as economic development authorities), local governing boards (such as county councils), and nonprofit organizations (such as schools and organizations that build low-cost housing).

GRANT SIZE/MATCHING: Up to $8,000,000 in FY2019, but depends on state. Typical grant between $100,000 and $500,000.

ARDA Matching Requirements–General
6. Generally, ARC grants are limited to 50% of project costs.
7. For projects in ARC-designated distressed counties, this limit can be raised to 80%.
8. For projects in ARC-designated at-risk counties, this limit can be raised to 70%.
9. For projects located in ARC-designated competitive counties (those that are approaching national economic norms), funding is usually limited to 30% of project costs.
10. ARC funding is usually not available for projects located in ARC-designated attainment counties (those that have attained or exceeded national economic norms).

ELIGIBILITY: Program grants are awarded to state and local agencies and governmental entities (such as economic development authorities), local governing boards (such as county councils), and nonprofit organizations (such as schools and organizations that build low-cost housing).

Birdwatching
Land and Water Conservation Fund Stateside Grants
WEBSITE (Generally State DCNR)
CLASSIFICATION: Grants for outdoor recreation infrastructure
SUPPORTS: Acquisition; Amphitheaters; Archery/Shooting Ranges; Ballfields/Ball Sports (surface upgrades and rehabilitation, lighting, running tracks); Beach/Harbor/Marina (boathouses, beaches piers/pavilions, boat launches); Dog Parks; Equestrian; Fishing/Boardwalk; Golf Courses; Ice Rinks;

Infrastructure (parking areas, electrical, roads, ADA accessibility, shelters, water treatment, waste management); Lodging/Camping (cabins, campgrounds); Parks/Trails Development/Renovation (park development, trail resurfacing, bridge construction, multi-use paths, fitness stations); Planning (State Comprehensive Outdoor Recreation Plans (SCORPs) and Master Plans); Playgrounds (including ADA accessibility); Pool/Aquatic Centers; Restrooms/Bathhouses; Skate Parks; Splash Pads; Tennis Courts (including pickleball); Visitors Centers

DESCRIPTION: Stateside grants provides matching funds to states and local governments for the acquisition and development of public outdoor recreation areas and facilities. Stateside grants have provided billions of dollars in grants for *community-scale* projects, including development of recreation facilities (e.g. parks, trails, bike paths, ball fields, recreation centers, pools and bathhouses, cultural interpretation sites, and other areas) as well as analytical studies on recreation potentials, needs, opportunities and policies. Importantly, state grants are 50/50 matching grants, meaning that states supply 50% of the project cost, leveraging dollars raised from offshore oil and gas royalties to meet community needs.

GRANT SIZE/MATCHING: Ranging from $8,000 to $4,400,000 in FY2019, Federal government will supply up to 50% of the project cost, and state project sponsor bears the remaining cost. The remaining split between local governments and state agencies depends by state.

ELIGIBILITY: Generally counties, incorporated municipalities, and federally recognized tribes.

Wildlife and Sport Fish Restoration Program (Pittman-Robertson and Dingell-Johnson)
WEBSITE and GUIDE TO SPECIFIC PROGRAMS
CLASSIFICATION:
SUPPORTS: Pittman-Robertson: Acquisition, development, and operation of wildlife management and public use areas; hunter education and safety;
Dingell-Johnson: Conservation and public recreation needs in fresh, estuarine and marine waters; improve and manage aquatic habitats and fisheries resources; protect coastal wetlands; infrastructure to recreational boaters

DESCRIPTION: The Wildlife and Sport Fish Restoration (WSFR) Program addresses the challenges of managing America's natural resources with effective, targeted grant programs designed to benefit fish and wildlife while capitalizing on recreational opportunities across the country.

GRANT SIZE/MATCHING: States provide up to 25% share of project costs. The remaining split between local governments and state agencies depends by state.

ELIGIBILITY: Generally counties, incorporated municipalities, and federally recognized tribes.

Matching Awards Program
WEBSITE
CLASSIFICATION: Grants for trail maintenance, stewardship engagement, work crews
SUPPORTS: *Outdoor Experiences:* Trail Maintenance, bridge and crossing construction or repair, installation of trail drainage structures; Engaging youth, volunteers, underserved or under-engaged populations in hands-on stewardship activities; Employing youth and/or veterans crews to implement on-the -ground conservation, stewardship and/or restoration work. *Forest Health:* Ecosystem structure,

function and diversity; Removal or control of non-native invasive species, reintroduction of native plants and trees

DESCRIPTION: The MAP program supports action-oriented projects that enhance outdoor experiences, forest and ecosystem health, and engage local communities in caring for their public lands.

GRANT SIZE/MATCHING: 1:1 nonfederal cash match

ELIGIBILITY: 501(c)(3) nonprofits, universities, and federally-recognized Native American tribes. All MAP applications must align with one or both of the NFF's strategic focus areas of Outdoor Experiences and Forest Health. Applications that cohesively integrate the two program areas are encouraged. All permitting and environmental compliance work (including but not limited to NEPA) must be complete before submitting a MAP application.

Boating

Land and Water Conservation Fund Stateside Grants

[WEBSITE](#) **(Generally State DCNR)**

CLASSIFICATION: Grants for outdoor recreation infrastructure

SUPPORTS: Acquisition; Amphitheaters; Archery/Shooting Ranges; Ballfields/Ball Sports (surface upgrades and rehabilitation, lighting, running tracks); Beach/Harbor/Marina (boathouses, beaches piers/pavilions, boat launches); Dog Parks; Equestrian; Fishing/Boardwalk; Golf Courses; Ice Rinks; Infrastructure (parking areas, electrical, roads, ADA accessibility, shelters, water treatment, waste management); Lodging/Camping (cabins, campgrounds); Parks/Trails Development/Renovation (park development, trail resurfacing, bridge construction, multi-use paths, fitness stations); Planning (State Comprehensive Outdoor Recreation Plans (SCORPs) and Master Plans); Playgrounds (including ADA accessibility); Pool/Aquatic Centers; Restrooms/Bathhouses; Skate Parks; Splash Pads; Tennis Courts (including pickleball); Visitors Centers

DESCRIPTION: Stateside grants provides matching funds to states and local governments for the acquisition and development of public outdoor recreation areas and facilities. Stateside grants have provided billions of dollars in grants for *community-scale* projects, including development of recreation facilities (e.g. parks, trails, bike paths, ball fields, recreation centers, pools and bathhouses, cultural interpretation sites, and other areas) as well as analytical studies on recreation potentials, needs, opportunities and policies. Importantly, state grants are 50/50 matching grants, meaning that states supply 50% of the project cost, leveraging dollars raised from offshore oil and gas royalties to meet community needs.

GRANT SIZE/MATCHING: Ranging from $8,000 to $4,400,000 in FY2019, Federal government will supply up to 50% of the project cost, and state project sponsor bears the remaining cost. The remaining split between local governments and state agencies depends by state.

ELIGIBILITY: Generally counties, incorporated municipalities, and federally recognized tribes.

Wildlife and Sport Fish Restoration Program (Pittman-Robertson and Dingell-Johnson)

[WEBSITE](#) **and** [GUIDE TO SPECIFIC PROGRAMS](#)

CLASSIFICATION:

SUPPORTS: Pittman-Robertson: Acquisition, development, and operation of wildlife management and public use areas; hunter education and safety;

Dingell-Johnson: Conservation and public recreation needs in fresh, estuarine and marine waters; improve and manage aquatic habitats and fisheries resources; protect coastal wetlands; infrastructure to recreational boaters

DESCRIPTION: The Wildlife and Sport Fish Restoration (WSFR) Program addresses the challenges of managing America's natural resources with effective, targeted grant programs designed to benefit fish and wildlife while capitalizing on recreational opportunities across the country.

GRANT SIZE/MATCHING: States provide up to 25% share of project costs. The remaining split between local governments and state agencies depends by state.

ELIGIBILITY: Generally counties, incorporated municipalities, and federally recognized tribes.

BMX

Land and Water Conservation Fund Stateside Grants

[**WEBSITE**](#) **(Generally State DCNR)**

CLASSIFICATION: Grants for outdoor recreation infrastructure

SUPPORTS: Acquisition; Amphitheaters; Archery/Shooting Ranges; Ballfields/Ball Sports (surface upgrades and rehabilitation, lighting, running tracks); Beach/Harbor/Marina (boathouses, beaches piers/pavilions, boat launches); Dog Parks; Equestrian; Fishing/Boardwalk; Golf Courses; Ice Rinks; Infrastructure (parking areas, electrical, roads, ADA accessibility, shelters, water treatment, waste management); Lodging/Camping (cabins, campgrounds); Parks/Trails Development/Renovation (park development, trail resurfacing, bridge construction, multi-use paths, fitness stations); Planning (State Comprehensive Outdoor Recreation Plans (SCORPs) and Master Plans); Playgrounds (including ADA accessibility); Pool/Aquatic Centers; Restrooms/Bathhouses; Skate Parks; Splash Pads; Tennis Courts (including pickleball); Visitors Centers

DESCRIPTION: Stateside grants provides matching funds to states and local governments for the acquisition and development of public outdoor recreation areas and facilities. Stateside grants have provided billions of dollars in grants for *community-scale* projects, including development of recreation facilities (e.g. parks, trails, bike paths, ball fields, recreation centers, pools and bathhouses, cultural interpretation sites, and other areas) as well as analytical studies on recreation potentials, needs, opportunities and policies. Importantly, state grants are 50/50 matching grants, meaning that states supply 50% of the project cost, leveraging dollars raised from offshore oil and gas royalties to meet community needs.

GRANT SIZE/MATCHING: Ranging from $8,000 to $4,400,000 in FY2019, Federal government will supply up to 50% of the project cost, and state project sponsor bears the remaining cost. The remaining split between local governments and state agencies depends by state.

ELIGIBILITY: Generally counties, incorporated municipalities, and federally recognized tribes.

Brownfields Cleanup

Brownfields and Land Revitalization Program Grant Funding

[**WEBSITE**](#)

CLASSIFICATION: Grants to support brownfields redevelopment and job training

SUPPORTS: The following activities related to brownfields: assessment, cleanup, revolving loans, environmental job training, technical assistance, training, and research.

DESCRIPTION: EPA's Brownfields Program provides direct funding for brownfields assessment, cleanup, revolving loans, environmental job training, technical assistance, training, and research. To facilitate the leveraging of public resources, EPA's Brownfields Program collaborates with other EPA programs, other federal partners, and state agencies to identify and make available resources that can be used for brownfield activities.

GRANT SIZE/MATCHING: Assessment Grants: Up to $300,000; Cleanup Grants: Up to $500,000; Revolving Loan Fund Grants: Up to $1,000,000; Multipurpose Grants: Up to $800,000

ELIGIBILITY: Grantees must demonstrate that they have significantly depleted funds (both EPA grant funding and any available program income) and that they have a clear plan for utilizing requested additional funds in a timely manner. Grantees must demonstrate that
they have made at least one loan or subgrant prior to applying for this supplemental funding and have significantly depleted existing available funds. EPA defines ''significantly depleted funds'' as uncommitted, available funding is 25% or less of total RLF funds awarded under all open and closed grants and cannot exceed $600,000. For new RLF recipients with an award of $1 million or less, funds will be consider significantly depleted if the uncommitted or available funding does not exceed $300,000. Additionally, the RLF recipient must have demonstrated a need for supplemental funding based on, among other factors, the list of potential projects in the RLF program pipeline; demonstrated the ability to make loans and subgrants for cleanups that can be started, completed, and will lead to redevelopment; demonstrated the ability to administer and revolve the RLF by generating program income; demonstrated an ability to use the RLF grant to address funding gaps for cleanup; and demonstrated that they have provided a community benefit from past and potential loan(s) and/or subgrant(s).

Camping

Land and Water Conservation Fund Stateside Grants
[WEBSITE](#) (Generally State DCNR)
CLASSIFICATION: Grants for outdoor recreation infrastructure
SUPPORTS: Acquisition; Amphitheaters; Archery/Shooting Ranges; Ballfields/Ball Sports (surface upgrades and rehabilitation, lighting, running tracks); Beach/Harbor/Marina (boathouses, beaches piers/pavilions, boat launches); Dog Parks; Equestrian; Fishing/Boardwalk; Golf Courses; Ice Rinks; Infrastructure (parking areas, electrical, roads, ADA accessibility, shelters, water treatment, waste management); Lodging/Camping (cabins, campgrounds); Parks/Trails Development/Renovation (park development, trail resurfacing, bridge construction, multi-use paths, fitness stations); Planning (State Comprehensive Outdoor Recreation Plans (SCORPs) and Master Plans); Playgrounds (including ADA accessibility); Pool/Aquatic Centers; Restrooms/Bathhouses; Skate Parks; Splash Pads; Tennis Courts (including pickleball); Visitors Centers
DESCRIPTION: Stateside grants provides matching funds to states and local governments for the acquisition and development of public outdoor recreation areas and facilities. Stateside grants have provided billions of dollars in grants for *community-scale* projects, including development of recreation facilities (e.g. parks, trails, bike paths, ball fields, recreation centers, pools and bathhouses, cultural interpretation sites, and other areas) as well as analytical studies on recreation potentials, needs, opportunities and policies. Importantly, state grants are 50/50 matching grants, meaning that states supply

50% of the project cost, leveraging dollars raised from offshore oil and gas royalties to meet community needs.

GRANT SIZE/MATCHING: Ranging from $8,000 to $4,400,000 in FY2019, Federal government will supply up to 50% of the project cost, and state project sponsor bears the remaining cost. The remaining split between local governments and state agencies depends by state.

ELIGIBILITY: Generally counties, incorporated municipalities, and federally recognized tribes.

Matching Awards Program

[**WEBSITE**](#)

CLASSIFICATION: Grants for trail maintenance, stewardship engagement, work crews

SUPPORTS: *Outdoor Experiences:* Trail Maintenance, bridge and crossing construction or repair, installation of trail drainage structures; Engaging youth, volunteers, underserved or under-engaged populations in hands-on stewardship activities; Employing youth and/or veterans crews to implement on-the -ground conservation, stewardship and/or restoration work. *Forest Health:* Ecosystem structure, function and diversity; Removal or control of non-native invasive species, reintroduction of native plants and trees

DESCRIPTION: The MAP program supports action-oriented projects that enhance outdoor experiences, forest and ecosystem health, and engage local communities in caring for their public lands.

GRANT SIZE/MATCHING: 1:1 nonfederal cash match

ELIGIBILITY: 501(c)(3) nonprofits, universities, and federally-recognized Native American tribes. All MAP applications must align with one or both of the NFF's strategic focus areas of Outdoor Experiences and Forest Health. Applications that cohesively integrate the two program areas are encouraged. All permitting and environmental compliance work (including but not limited to NEPA) must be complete before submitting a MAP application.

Canoeing

Land and Water Conservation Fund Stateside Grants

[**WEBSITE**](#) **(Generally State DCNR)**

CLASSIFICATION: Grants for outdoor recreation infrastructure

SUPPORTS: Acquisition; Amphitheaters; Archery/Shooting Ranges; Ballfields/Ball Sports (surface upgrades and rehabilitation, lighting, running tracks); Beach/Harbor/Marina (boathouses, beaches piers/pavilions, boat launches); Dog Parks; Equestrian; Fishing/Boardwalk; Golf Courses; Ice Rinks; Infrastructure (parking areas, electrical, roads, ADA accessibility, shelters, water treatment, waste management); Lodging/Camping (cabins, campgrounds); Parks/Trails Development/Renovation (park development, trail resurfacing, bridge construction, multi-use paths, fitness stations); Planning (State Comprehensive Outdoor Recreation Plans (SCORPs) and Master Plans); Playgrounds (including ADA accessibility); Pool/Aquatic Centers; Restrooms/Bathhouses; Skate Parks; Splash Pads; Tennis Courts (including pickleball); Visitors Centers

DESCRIPTION: Stateside grants provides matching funds to states and local governments for the acquisition and development of public outdoor recreation areas and facilities. Stateside grants have provided billions of dollars in grants for *community-scale* projects, including development of recreation facilities (e.g. parks, trails, bike paths, ball fields, recreation centers, pools and bathhouses, cultural interpretation sites, and other areas) as well as analytical studies on recreation potentials, needs,

opportunities and policies. Importantly, state grants are 50/50 matching grants, meaning that states supply 50% of the project cost, leveraging dollars raised from offshore oil and gas royalties to meet community needs.
GRANT SIZE/MATCHING: Ranging from $8,000 to $4,400,000 in FY2019, Federal government will supply up to 50% of the project cost, and state project sponsor bears the remaining cost. The remaining split between local governments and state agencies depends by state.
ELIGIBILITY: Generally counties, incorporated municipalities, and federally recognized tribes.

Wildlife and Sport Fish Restoration Program (Pittman-Robertson and Dingell-Johnson)
WEBSITE and GUIDE TO SPECIFIC PROGRAMS
CLASSIFICATION:
SUPPORTS: Pittman-Robertson: Acquisition, development, and operation of wildlife management and public use areas; hunter education and safety;
Dingell-Johnson: Conservation and public recreation needs in fresh, estuarine and marine waters; improve and manage aquatic habitats and fisheries resources; protect coastal wetlands; infrastructure to recreational boaters
DESCRIPTION: The Wildlife and Sport Fish Restoration (WSFR) Program addresses the challenges of managing America's natural resources with effective, targeted grant programs designed to benefit fish and wildlife while capitalizing on recreational opportunities across the country.
GRANT SIZE/MATCHING: States provide up to 25% share of project costs. The remaining split between local governments and state agencies depends by state.
ELIGIBILITY: Generally counties, incorporated municipalities, and federally recognized tribes.

Community Facilities (e.g. healthcare, public facilities, community support services, public safety services, educational services, utility services, local food systems)

Community Facilities Direct Loans & Grants
WEBSITE
CLASSIFICATION: Low-interest direct loans, grants, or a combination of both.
SUPPORTS: Purchase, construction, or improvement of essential community facilities, or to purchase equipment, or to pay related project expenses. For example, healthcare facilities (e.g. hospitals, medical clinics, dental clinics, nursing homes, assisted living facilities), public facilities (e.g. town halls, courthouses, airport hangars or street improvements), community support services (e.g. child care centers, community centers, fairgrounds or transitional housing), public safety services (e.g. fire departments, police stations, prisons, police vehicles, fire trucks, public works vehicles, or equipment), educational services (e.g. museums, libraries or private schools), utility services (e.g. telemedicine or distance learning equipment), or local food systems (e.g. community gardens, food pantries, community kitchens, food banks, food hubs, or greenhouses).

DESCRIPTION: This program provides affordable funding to develop essential community facilities in rural areas. An essential community facility is defined as a facility that provides an essential service to the local community for the orderly development of
the community in a primarily rural area, and does not include private, commercial, or business undertakings.

GRANT SIZE/MATCHING: Grants: $15,000-$50,000 Loans: $100,000-$5 million. Grant assistance is:
- Limited to a maximum of 75% when the project is in a rural community with 5,000 or fewer residents and the median household income of the proposed service area is below the higher of the poverty line or 60% of the State nonmetropolitan median household income.
- Limited to a maximum of 55% when the proposed project is located in a rural community having a population of 12,000 or fewer and the median household income of the proposed service area is below the higher of the poverty line or 70% of the State nonmetropolitan median household income.
- Limited to a maximum of 35% when the proposed project is located in a rural community having a population of 20,000 or fewer and the median household income of the proposed service area is below the higher of the poverty line or 80% of the State nonmetropolitan median household income.
- Limited to a maximum of 15% when the proposed project is located in a rural community having a population of 20,000 or fewer and the median household income of the proposed service area is below the higher of the poverty line or 90% of the State nonmetropolitan median household income.

ELIGIBILITY: Must be a rural areas including cities, villages, townships and towns including Federally recognized Tribal lands with no more than 20,000 residents according to the latest U.S. Census Data. Priorities include small communities with a population of 5,500 or less, and/or low-income communities with a median household income below 80% of the state nonmetropolitan median household income.

Grants and Contracts (Limited to Appalachian Region)
WEBSITE
CLASSIFICATION: Economic Development Grants
SUPPORTS: Asset-based development; community infrastructure (e.g. water and wastewater services, access roads, public and environmental health hazards); education and training (e.g. workforce training and vocational education); entrepreneurship and business development (e.g. access to capital, education and training, sector-based strategies, and business incubators); health; leadership development and capacity building; telecommunications (e.g. distance learning, telemedicine, high-speed internet, training curriculum); tourism development (e.g. building and rehabilitating facilities and infrastructure, training artisans and artists, developing strategic plans and feasibility studies); and transportation infrastructure.
DESCRIPTION: ARC awards grants to projects that address one or more of the five goals identified by ARC in its 2016–2020 strategic plan:
- Economic Opportunities
    - Invest in entrepreneurial and business development strategies that strengthen Appalachia's economy.
- Ready Workforce

- Increase the education, knowledge, skills, and health of residents to work and succeed in Appalachia.
- Critical Infrastructure
    - Invest in critical infrastructure—especially broadband; transportation, including the Appalachian Development Highway System; and water/wastewater systems.
- Natural and Cultural Assets
    - Strengthen Appalachia's community and economic development potential by leveraging the Region's natural and cultural heritage assets.
- Leadership and Community Capacity
    - Build the capacity and skills of current and next-generation leaders and organizations to innovate, collaborate, and advance community and economic development.

and that can demonstrate measurable results. Typically, ARC project grants are awarded to state and local agencies and governmental entities (such as economic development authorities), local governing boards (such as county councils), and nonprofit organizations (such as schools and organizations that build low-cost housing).

GRANT SIZE/MATCHING: Up to $8,000,000 in FY2019, but depends on state. Typical grant between $100,000 and $500,000.

ARDA Matching Requirements–General
11. Generally, ARC grants are limited to 50% of project costs.
12. For projects in ARC-designated distressed counties, this limit can be raised to 80%.
13. For projects in ARC-designated at-risk counties, this limit can be raised to 70%.
14. For projects located in ARC-designated competitive counties (those that are approaching national economic norms), funding is usually limited to 30% of project costs.
15. ARC funding is usually not available for projects located in ARC-designated attainment counties (those that have attained or exceeded national economic norms).

ELIGIBILITY: Program grants are awarded to state and local agencies and governmental entities (such as economic development authorities), local governing boards (such as county councils), and nonprofit organizations (such as schools and organizations that build low-cost housing).

Freshwater Fishing
Land and Water Conservation Fund Stateside Grants
[WEBSITE](#) (Generally State DCNR)
CLASSIFICATION: Grants for outdoor recreation infrastructure
SUPPORTS: Acquisition; Amphitheaters; Archery/Shooting Ranges; Ballfields/Ball Sports (surface upgrades and rehabilitation, lighting, running tracks); Beach/Harbor/Marina (boathouses, beaches piers/pavilions, boat launches); Dog Parks; Equestrian; Fishing/Boardwalk; Golf Courses; Ice Rinks; Infrastructure (parking areas, electrical, roads, ADA accessibility, shelters, water treatment, waste management); Lodging/Camping (cabins, campgrounds); Parks/Trails Development/Renovation (park development, trail resurfacing, bridge construction, multi-use paths, fitness stations); Planning (State Comprehensive Outdoor Recreation Plans (SCORPs) and Master Plans); Playgrounds (including ADA accessibility); Pool/Aquatic Centers; Restrooms/Bathhouses; Skate Parks; Splash Pads; Tennis Courts (including pickleball); Visitors Centers

DESCRIPTION: Stateside grants provides matching funds to states and local governments for the acquisition and development of public outdoor recreation areas and facilities. Stateside grants have provided billions of dollars in grants for *community-scale* projects, including development of recreation facilities (e.g. parks, trails, bike paths, ball fields, recreation centers, pools and bathhouses, cultural interpretation sites, and other areas) as well as analytical studies on recreation potentials, needs, opportunities and policies. Importantly, state grants are 50/50 matching grants, meaning that states supply 50% of the project cost, leveraging dollars raised from offshore oil and gas royalties to meet community needs.

GRANT SIZE/MATCHING: Ranging from $8,000 to $4,400,000 in FY2019, Federal government will supply up to 50% of the project cost, and state project sponsor bears the remaining cost. The remaining split between local governments and state agencies depends by state.

ELIGIBILITY: Generally counties, incorporated municipalities, and federally recognized tribes.

Wildlife and Sport Fish Restoration Program (Pittman-Robertson and Dingell-Johnson)
WEBSITE and GUIDE TO SPECIFIC PROGRAMS
CLASSIFICATION:
SUPPORTS: Pittman-Robertson: Acquisition, development, and operation of wildlife management and public use areas; hunter education and safety;
Dingell-Johnson: Conservation and public recreation needs in fresh, estuarine and marine waters; improve and manage aquatic habitats and fisheries resources; protect coastal wetlands; infrastructure to recreational boaters

DESCRIPTION: The Wildlife and Sport Fish Restoration (WSFR) Program addresses the challenges of managing America's natural resources with effective, targeted grant programs designed to benefit fish and wildlife while capitalizing on recreational opportunities across the country.

GRANT SIZE/MATCHING: States provide up to 25% share of project costs. The remaining split between local governments and state agencies depends by state.

ELIGIBILITY: Generally counties, incorporated municipalities, and federally recognized tribes.

Hiking/Trail Running
Recreational Trails Program
WEBSITE ANNUAL REPORT
CLASSIFICATION: State funding for development and maintenance of recreational trails for nonmotorized and motorized uses.
SUPPORTS: Trail maintenance and restoration, Trailside and trailhead facilities, Equipment for construction and maintenance, Construction of new recreational trails, Acquisition of trail corridors, Assessment of trail conditions, Safety and environmental education, Administration
DESCRIPTION: The Recreational Trails Program (RTP) provides funds to the States to develop and maintain recreational trails and trail-related facilities for both nonmotorized and motorized recreational trail uses. The RTP is an assistance program of the Department of Transportation's Federal Highway Administration (FHWA). Federal transportation funds benefit recreation including hiking, bicycling, in-line skating, equestrian use, cross-country skiing, snowmobiling, off-road motorcycling, all-terrain

vehicle riding, four-wheel driving, or using other off-road motorized vehicles. States are required to use 40 percent of their RTP funds for diverse recreational trail use, 30 percent for motorized recreation, and 30 percent for nonmotorized recreation. Each State develops and manages its own program of project selection and grant administration, in partnership with communities, agencies, and nonprofit organizations

GRANT SIZE/MATCHING: Generally $10K-$100K, though grants in certain states have been as large as $4.9 million. Matching requirements determined by states.

ELIGIBILITY: Generally municipalities or other qualified sub-divisions of state government.

Land and Water Conservation Fund Stateside Grants
WEBSITE (Generally State DCNR)
CLASSIFICATION: Grants for outdoor recreation infrastructure
SUPPORTS: Acquisition; Amphitheaters; Archery/Shooting Ranges; Ballfields/Ball Sports (surface upgrades and rehabilitation, lighting, running tracks); Beach/Harbor/Marina (boathouses, beaches piers/pavilions, boat launches); Dog Parks; Equestrian; Fishing/Boardwalk; Golf Courses; Ice Rinks; Infrastructure (parking areas, electrical, roads, ADA accessibility, shelters, water treatment, waste management); Lodging/Camping (cabins, campgrounds); Parks/Trails Development/Renovation (park development, trail resurfacing, bridge construction, multi-use paths, fitness stations); Planning (State Comprehensive Outdoor Recreation Plans (SCORPs) and Master Plans); Playgrounds (including ADA accessibility); Pool/Aquatic Centers; Restrooms/Bathhouses; Skate Parks; Splash Pads; Tennis Courts (including pickleball); Visitors Centers
DESCRIPTION: Stateside grants provides matching funds to states and local governments for the acquisition and development of public outdoor recreation areas and facilities. Stateside grants have provided billions of dollars in grants for *community-scale* projects, including development of recreation facilities (e.g. parks, trails, bike paths, ball fields, recreation centers, pools and bathhouses, cultural interpretation sites, and other areas) as well as analytical studies on recreation potentials, needs, opportunities and policies. Importantly, state grants are 50/50 matching grants, meaning that states supply 50% of the project cost, leveraging dollars raised from offshore oil and gas royalties to meet community needs.
GRANT SIZE/MATCHING: Ranging from $8,000 to $4,400,000 in FY2019, Federal government will supply up to 50% of the project cost, and state project sponsor bears the remaining cost. The remaining split between local governments and state agencies depends by state.
ELIGIBILITY: Generally counties, incorporated municipalities, and federally recognized tribes.

Wildlife and Sport Fish Restoration Program (Pittman-Robertson and Dingell-Johnson)
WEBSITE and GUIDE TO SPECIFIC PROGRAMS
CLASSIFICATION:
SUPPORTS: Pittman-Robertson: Acquisition, development, and operation of wildlife management and public use areas; hunter education and safety;
Dingell-Johnson: Conservation and public recreation needs in fresh, estuarine and marine waters; improve and manage aquatic habitats and fisheries resources; protect coastal wetlands; infrastructure to recreational boaters

DESCRIPTION: The Wildlife and Sport Fish Restoration (WSFR) Program addresses the challenges of managing America's natural resources with effective, targeted grant programs designed to benefit fish and wildlife while capitalizing on recreational opportunities across the country.

GRANT SIZE/MATCHING: States provide up to 25% share of project costs. The remaining split between local governments and state agencies depends by state.

ELIGIBILITY: Generally counties, incorporated municipalities, and federally recognized tribes.

Matching Awards Program

WEBSITE

CLASSIFICATION: Grants for trail maintenance, stewardship engagement, work crews

SUPPORTS: *Outdoor Experiences:* Trail Maintenance, bridge and crossing construction or repair, installation of trail drainage structures; Engaging youth, volunteers, underserved or under-engaged populations in hands-on stewardship activities; Employing youth and/or veterans crews to implement on-the -ground conservation, stewardship and/or restoration work. *Forest Health:* Ecosystem structure, function and diversity; Removal or control of non-native invasive species, reintroduction of native plants and trees

DESCRIPTION: The MAP program supports action-oriented projects that enhance outdoor experiences, forest and ecosystem health, and engage local communities in caring for their public lands.

GRANT SIZE/MATCHING: 1:1 nonfederal cash match

ELIGIBILITY: 501(c)(3) nonprofits, universities, and federally-recognized Native American tribes. All MAP applications must align with one or both of the NFF's strategic focus areas of Outdoor Experiences and Forest Health. Applications that cohesively integrate the two program areas are encouraged. All permitting and environmental compliance work (including but not limited to NEPA) must be complete before submitting a MAP application.

Horseback Riding

Recreational Trails Program

WEBSITE ANNUAL REPORT

CLASSIFICATION: State funding for development and maintenance of recreational trails for nonmotorized and motorized uses.

SUPPORTS: Trail maintenance and restoration, Trailside and trailhead facilities, Equipment for construction and maintenance, Construction of new recreational trails, Acquisition of trail corridors, Assessment of trail conditions, Safety and environmental education, Administration

DESCRIPTION: The Recreational Trails Program (RTP) provides funds to the States to develop and maintain recreational trails and trail-related facilities for both nonmotorized and motorized recreational trail uses. The RTP is an assistance program of the Department of Transportation's Federal Highway Administration (FHWA). Federal transportation funds benefit recreation including hiking, bicycling, in-line skating, equestrian use, cross-country skiing, snowmobiling, off-road motorcycling, all-terrain vehicle riding, four-wheel driving, or using other off-road motorized vehicles. States are required to use 40 percent of their RTP funds for diverse recreational trail use, 30 percent for motorized recreation, and 30 percent for nonmotorized recreation. Each State develops and manages its own program of project selection and grant administration, in partnership with communities, agencies, and nonprofit organizations

GRANT SIZE/MATCHING: Generally $10K-$100K, though grants in certain states have been as large as $4.9 million. Matching requirements determined by states.
ELIGIBILITY: Generally municipalities or other qualified sub-divisions of state government.

Land and Water Conservation Fund Stateside Grants
WEBSITE (Generally State DCNR)
CLASSIFICATION: Grants for outdoor recreation infrastructure
SUPPORTS: Acquisition; Amphitheaters; Archery/Shooting Ranges; Ballfields/Ball Sports (surface upgrades and rehabilitation, lighting, running tracks); Beach/Harbor/Marina (boathouses, beaches piers/pavilions, boat launches); Dog Parks; Equestrian; Fishing/Boardwalk; Golf Courses; Ice Rinks; Infrastructure (parking areas, electrical, roads, ADA accessibility, shelters, water treatment, waste management); Lodging/Camping (cabins, campgrounds); Parks/Trails Development/Renovation (park development, trail resurfacing, bridge construction, multi-use paths, fitness stations); Planning (State Comprehensive Outdoor Recreation Plans (SCORPs) and Master Plans); Playgrounds (including ADA accessibility); Pool/Aquatic Centers; Restrooms/Bathhouses; Skate Parks; Splash Pads; Tennis Courts (including pickleball); Visitors Centers
DESCRIPTION: Stateside grants provides matching funds to states and local governments for the acquisition and development of public outdoor recreation areas and facilities. Stateside grants have provided billions of dollars in grants for *community-scale* projects, including development of recreation facilities (e.g. parks, trails, bike paths, ball fields, recreation centers, pools and bathhouses, cultural interpretation sites, and other areas) as well as analytical studies on recreation potentials, needs, opportunities and policies. Importantly, state grants are 50/50 matching grants, meaning that states supply 50% of the project cost, leveraging dollars raised from offshore oil and gas royalties to meet community needs.
GRANT SIZE/MATCHING: Ranging from $8,000 to $4,400,000 in FY2019, Federal government will supply up to 50% of the project cost, and state project sponsor bears the remaining cost. The remaining split between local governments and state agencies depends by state.
ELIGIBILITY: Generally counties, incorporated municipalities, and federally recognized tribes.

Wildlife and Sport Fish Restoration Program (Pittman-Robertson and Dingell-Johnson)
WEBSITE and GUIDE TO SPECIFIC PROGRAMS
CLASSIFICATION:
SUPPORTS: Pittman-Robertson: Acquisition, development, and operation of wildlife management and public use areas; hunter education and safety;
Dingell-Johnson: Conservation and public recreation needs in fresh, estuarine and marine waters; improve and manage aquatic habitats and fisheries resources; protect coastal wetlands; infrastructure to recreational boaters
DESCRIPTION: The Wildlife and Sport Fish Restoration (WSFR) Program addresses the challenges of managing America's natural resources with effective, targeted grant programs designed to benefit fish and wildlife while capitalizing on recreational opportunities across the country.
GRANT SIZE/MATCHING: States provide up to 25% share of project costs. The remaining split between local governments and state agencies depends by state.

ELIGIBILITY: Generally counties, incorporated municipalities, and federally recognized tribes.

Matching Awards Program
WEBSITE
CLASSIFICATION: Grants for trail maintenance, stewardship engagement, work crews
SUPPORTS: *Outdoor Experiences:* Trail Maintenance, bridge and crossing construction or repair, installation of trail drainage structures; Engaging youth, volunteers, underserved or under-engaged populations in hands-on stewardship activities; Employing youth and/or veterans crews to implement on-the -ground conservation, stewardship and/or restoration work. *Forest Health:* Ecosystem structure, function and diversity; Removal or control of non-native invasive species, reintroduction of native plants and trees
DESCRIPTION: The MAP program supports action-oriented projects that enhance outdoor experiences, forest and ecosystem health, and engage local communities in caring for their public lands.
GRANT SIZE/MATCHING: 1:1 nonfederal cash match
ELIGIBILITY: 501(c)(3) nonprofits, universities, and federally-recognized Native American tribes. All MAP applications must align with one or both of the NFF's strategic focus areas of Outdoor Experiences and Forest Health. Applications that cohesively integrate the two program areas are encouraged. All permitting and environmental compliance work (including but not limited to NEPA) must be complete before submitting a MAP application.

Hunting/Shooting/Trapping

Land and Water Conservation Fund Stateside Grants
WEBSITE **(Generally State DCNR)**
CLASSIFICATION: Grants for outdoor recreation infrastructure
SUPPORTS: Acquisition; Amphitheaters; Archery/Shooting Ranges; Ballfields/Ball Sports (surface upgrades and rehabilitation, lighting, running tracks); Beach/Harbor/Marina (boathouses, beaches piers/pavilions, boat launches); Dog Parks; Equestrian; Fishing/Boardwalk; Golf Courses; Ice Rinks; Infrastructure (parking areas, electrical, roads, ADA accessibility, shelters, water treatment, waste management); Lodging/Camping (cabins, campgrounds); Parks/Trails Development/Renovation (park development, trail resurfacing, bridge construction, multi-use paths, fitness stations); Planning (State Comprehensive Outdoor Recreation Plans (SCORPs) and Master Plans); Playgrounds (including ADA accessibility); Pool/Aquatic Centers; Restrooms/Bathhouses; Skate Parks; Splash Pads; Tennis Courts (including pickleball); Visitors Centers
DESCRIPTION: Stateside grants provides matching funds to states and local governments for the acquisition and development of public outdoor recreation areas and facilities. Stateside grants have provided billions of dollars in grants for *community-scale* projects, including development of recreation facilities (e.g. parks, trails, bike paths, ball fields, recreation centers, pools and bathhouses, cultural interpretation sites, and other areas) as well as analytical studies on recreation potentials, needs, opportunities and policies. Importantly, state grants are 50/50 matching grants, meaning that states supply 50% of the project cost, leveraging dollars raised from offshore oil and gas royalties to meet community needs.

GRANT SIZE/MATCHING: Ranging from $8,000 to $4,400,000 in FY2019, Federal government will supply up to 50% of the project cost, and state project sponsor bears the remaining cost. The remaining split between local governments and state agencies depends by state.

ELIGIBILITY: Generally counties, incorporated municipalities, and federally recognized tribes.

Wildlife and Sport Fish Restoration Program (Pittman-Robertson and Dingell-Johnson)
WEBSITE and GUIDE TO SPECIFIC PROGRAMS
CLASSIFICATION:
SUPPORTS: Pittman-Robertson: Acquisition, development, and operation of wildlife management and public use areas; hunter education and safety;
Dingell-Johnson: Conservation and public recreation needs in fresh, estuarine and marine waters; improve and manage aquatic habitats and fisheries resources; protect coastal wetlands; infrastructure to recreational boaters
DESCRIPTION: The Wildlife and Sport Fish Restoration (WSFR) Program addresses the challenges of managing America's natural resources with effective, targeted grant programs designed to benefit fish and wildlife while capitalizing on recreational opportunities across the country.
GRANT SIZE/MATCHING: States provide up to 25% share of project costs. The remaining split between local governments and state agencies depends by state.
ELIGIBILITY: Generally counties, incorporated municipalities, and federally recognized tribes.

Matching Awards Program
WEBSITE
CLASSIFICATION: Grants for trail maintenance, stewardship engagement, work crews
SUPPORTS: *Outdoor Experiences:* Trail Maintenance, bridge and crossing construction or repair, installation of trail drainage structures; Engaging youth, volunteers, underserved or under-engaged populations in hands-on stewardship activities; Employing youth and/or veterans crews to implement on-the -ground conservation, stewardship and/or restoration work. *Forest Health:* Ecosystem structure, function and diversity; Removal or control of non-native invasive species, reintroduction of native plants and trees
DESCRIPTION: The MAP program supports action-oriented projects that enhance outdoor experiences, forest and ecosystem health, and engage local communities in caring for their public lands.
GRANT SIZE/MATCHING: 1:1 nonfederal cash match
ELIGIBILITY: 501(c)(3) nonprofits, universities, and federally-recognized Native American tribes. All MAP applications must align with one or both of the NFF's strategic focus areas of Outdoor Experiences and Forest Health. Applications that cohesively integrate the two program areas are encouraged. All permitting and environmental compliance work (including but not limited to NEPA) must be complete before submitting a MAP application.

Kayaking

Land and Water Conservation Fund Stateside Grants
WEBSITE (Generally State DCNR)
CLASSIFICATION: Grants for outdoor recreation infrastructure
SUPPORTS: Acquisition; Amphitheaters; Archery/Shooting Ranges; Ballfields/Ball Sports (surface upgrades and rehabilitation, lighting, running tracks); Beach/Harbor/Marina (boathouses, beaches piers/pavilions, boat launches); Dog Parks; Equestrian; Fishing/Boardwalk; Golf Courses; Ice Rinks; Infrastructure (parking areas, electrical, roads, ADA accessibility, shelters, water treatment, waste management); Lodging/Camping (cabins, campgrounds); Parks/Trails Development/Renovation (park development, trail resurfacing, bridge construction, multi-use paths, fitness stations); Planning (State Comprehensive Outdoor Recreation Plans (SCORPs) and Master Plans); Playgrounds (including ADA accessibility); Pool/Aquatic Centers; Restrooms/Bathhouses; Skate Parks; Splash Pads; Tennis Courts (including pickleball); Visitors Centers
DESCRIPTION: Stateside grants provides matching funds to states and local governments for the acquisition and development of public outdoor recreation areas and facilities. Stateside grants have provided billions of dollars in grants for *community-scale* projects, including development of recreation facilities (e.g. parks, trails, bike paths, ball fields, recreation centers, pools and bathhouses, cultural interpretation sites, and other areas) as well as analytical studies on recreation potentials, needs, opportunities and policies. Importantly, state grants are 50/50 matching grants, meaning that states supply 50% of the project cost, leveraging dollars raised from offshore oil and gas royalties to meet community needs.
GRANT SIZE/MATCHING: Ranging from $8,000 to $4,400,000 in FY2019, Federal government will supply up to 50% of the project cost, and state project sponsor bears the remaining cost. The remaining split between local governments and state agencies depends by state.
ELIGIBILITY: Generally counties, incorporated municipalities, and federally recognized tribes.

Wildlife and Sport Fish Restoration Program (Pittman-Robertson and Dingell-Johnson)
WEBSITE and GUIDE TO SPECIFIC PROGRAMS
CLASSIFICATION:
SUPPORTS: Pittman-Robertson: Acquisition, development, and operation of wildlife management and public use areas; hunter education and safety;
Dingell-Johnson: Conservation and public recreation needs in fresh, estuarine and marine waters; improve and manage aquatic habitats and fisheries resources; protect coastal wetlands; infrastructure to recreational boaters
DESCRIPTION: The Wildlife and Sport Fish Restoration (WSFR) Program addresses the challenges of managing America's natural resources with effective, targeted grant programs designed to benefit fish and wildlife while capitalizing on recreational opportunities across the country.
GRANT SIZE/MATCHING: States provide up to 25% share of project costs. The remaining split between local governments and state agencies depends by state.
ELIGIBILITY: Generally counties, incorporated municipalities, and federally recognized tribes.

Manufacturing

Rural Business Development Grants
[WEBSITE](#)
CLASSIFICATION: Grants and Technical Assistance
SUPPORTS:
Enterprise Grants support training and technical assistance (e.g. project planning, business counseling and training, market research, feasibility studies, professional or technical reports or producer service improvements); Acquisition or development of land, easements or rights of way; construction, conversion, renovation of buildings; plants, machinery, equipment, access for streets and roads; parking areas and utilities; pollution control and abatement; capitalization of revolving loan funds, including funds that will make loans for start-ups and working capital; distance adult learning for job training and advancement; rural transportation improvement; community economic development; technology-based economic development; feasibility studies and business plans; leadership and entrepreneur training; rural business incubators; long-term business strategic planning.
Opportunity grants support community economic development; technology-based economic development; feasibility studies and business plans; leadership and entrepreneur training; rural business incubators; long-term business strategic planning
DESCRIPTION: This program is designed to provide technical assistance and training for small rural businesses. Small means that the business has fewer than 50 new workers and less than $1 million in gross revenue.
GRANT SIZE/MATCHING: $10,000-$500,000
ELIGIBILITY: Towns, Communities, State Agencies, Authorities, Nonprofit corporations, Institutions of Higher Education, Federally-recognized tribes, rural cooperatives (if organized as a private nonprofit corporation)

Business and Industry Guaranteed Loans
[WEBSITE](#)
CLASSIFICATION: Guaranteed loans for rural businesses, via local lenders
SUPPORTS: Business conversion, enlargement, repair, modernization, or development; purchase and development of land, easements, rights-of-way, buildings, or facilities; purchase of equipment, leasehold improvements, machinery, supplies or inventory; debt refinancing when refinancing improves cash flow and creates or saves jobs; business and industrial acquisitions when the loan will create or save jobs.
DESCRIPTION: This program bolsters the availability of private credit by guaranteeing loans for rural businesses.
GRANT SIZE/MATCHING: $1 Million - $25 Million
ELIGIBILITY: Lenders with the legal authority, sufficient experience and financial strength to operate a successful lending program. This includes: Federal or State chartered banks; Savings and loans; Farm credit banks; Credit unions. Any area other than a city or town with a population of greater than 50,000 inhabitants and the urbanized area of that city or town; The borrower's headquarters may be based within a larger city as long as the project is located in an eligible rural area; Projects may be funded in rural and urban areas under the Local and Regional Food System Initiative.

Rural Microentrepreneur Assistance Program
[WEBSITE](#)

CLASSIFICATION: Loans and Grants to Microenterprise Development Organizations (MDOs)
SUPPORTS: Microenterprise startups, microloan borrowers, micro entrepreneurs
DESCRIPTION: Rural Microentrepreneur Assistance provides microloans for microenterprise startups and growth through a Rural Microloan Revolving Fund, and provide training and technical assistance to microloan borrowers and micro entrepreneurs
GRANT SIZE/MATCHING: Grants are available to provide technical assistance to rural microentrepreneurs or microenterprises, up to $205,000 annually. Funding at the requested level is not guaranteed, and at least 15 percent matching funds are required. Loans of $50,000 - $500,000 may be used to establish a Rural Microloan Revolving Fund managed by the MDO. Total aggregate debt is capped at $2.5 million
ELIGIBILITY: To *be* an MDO, must be a: Nonprofit, Federally Recognized Tribe, or Institution of Higher Education. To *apply for a loan* from the MDO, must be a: Business located in an eligible area with 10 or fewer full-time employees. Eligible areas are rural areas outside a city or town with a population of less than 50,000. Urbanized areas near a city of 50,000 or more may not be eligible. The borrower's headquarters may be based within a larger city so long as the project service area is located in an eligible rural area. The lender may be located anywhere.

Intermediary Relending Program
[WEBSITE](#)
CLASSIFICATION: Loans for Businesses and Community Development projects, via local intermediaries
SUPPORTS: The acquisition, construction, conversion, enlargement, or repair of a business or business facility, particularly when jobs will be created or retained; The purchase or development of land (easements, rights of way, buildings, facilities, leases, materials); The purchase of equipment, leasehold improvements, machinery, or supplies; Start-up costs and working capital; Pollution control and abatement; Transportation services; Feasibility studies and some fees; Hotels, motels, convention centers; Education institutions; Aquaculture based rural small business; Revolving lines of credit as described in [7 CFR Part 4274.314](#)
DESCRIPTION: The Intermediary Relending Program provides low-interest loans to local intermediaries that relend to businesses and for community development projects in rural communities.
GRANT SIZE/MATCHING:
ELIGIBILITY: To *be* an intermediary lender, must be a: Nonprofit and cooperative; Federally recognized Tribe; or Public Body. To *apply for a loan from* an intermediary lender, must be a: individual, public or private organization, or other legal entity, given that: Majority ownership is held by US citizens or permanent residents; The applicant owes no delinquent debt to the Federal Government; The applicant is unable to obtain affordable commercial financing for the project elsewhere; Are located in an eligible area. Eligible areas are rural areas outside a city or town with a population of less than 50,000. Urbanized areas near a city of 50,000 or more may not be eligible. The borrower's headquarters may be based within a larger city so long as the project service area is located in an eligible rural area. The lender may be located anywhere.

Public Works
[WEBSITE](#)

CLASSIFICATION: Grants and Cooperative Agreements
SUPPORTS: Water/Sewer System Improvements, Industrial Parks, Shipping and Logistics Facilities, Workforce Training Facilities, Business Incubators and Accelerators, Brownfield Redevelopment, Technology-based facilities, wet labs, multi-tenant manufacturing facilities, science and research parks, and telecommunications infrastructure and development facilities.
DESCRIPTION: EDA provides catalytic investments to help distressed communities build, design, or engineer critical infrastructure and facilities that will help implement regional development strategies and advance bottom-up economic development goals to promote regional prosperity. The Public Works program provides resources to meet the construction and/or infrastructure design needs of communities to enable them to become more economically competitive. Prior examples of investments EDA has supported through the Public Works program include projects supporting water and sewer system improvements, industrial parks, high-tech shipping and logistics facilities, workforce training facilities, business incubators and accelerators, brownfield redevelopment, technology-based facilities, wet labs, multi-tenant manufacturing facilities, science and research parks, and telecommunications infrastructure and development facilities.
GRANT SIZE/MATCHING: $100,000-$30 Million
ELIGIBILITY: Investments must be aligned with a current Community Economic Development Strategy (CEDS) or equivalent EDA-accepted regional economic development strategy and clearly lead to the creation or retention of long-term high quality jobs.

Marketing

Grants and Contracts (Limited to Appalachian Region)
WEBSITE
CLASSIFICATION: Economic Development Grants
SUPPORTS: Asset-based development; community infrastructure (e.g. water and wastewater services, access roads, public and environmental health hazards); education and training (e.g. workforce training and vocational education); entrepreneurship and business development (e.g. access to capital, education and training, sector-based strategies, and business incubators); health; leadership development and capacity building; telecommunications (e.g. distance learning, telemedicine, high-speed internet, training curriculum); tourism development (e.g. building and rehabilitating facilities and infrastructure, training artisans and artists, developing strategic plans and feasibility studies); and transportation infrastructure.
DESCRIPTION: ARC awards grants to projects that address one or more of the five goals identified by ARC in its 2016–2020 strategic plan:
- Economic Opportunities
    - Invest in entrepreneurial and business development strategies that strengthen Appalachia's economy.
- Ready Workforce
    - Increase the education, knowledge, skills, and health of residents to work and succeed in Appalachia.
- Critical Infrastructure

- Invest in critical infrastructure—especially broadband; transportation, including the Appalachian Development Highway System; and water/wastewater systems.
  - Natural and Cultural Assets
    - Strengthen Appalachia's community and economic development potential by leveraging the Region's natural and cultural heritage assets.
  - Leadership and Community Capacity
    - Build the capacity and skills of current and next-generation leaders and organizations to innovate, collaborate, and advance community and economic development.

and that can demonstrate measurable results. Typically, ARC project grants are awarded to state and local agencies and governmental entities (such as economic development authorities), local governing boards (such as county councils), and nonprofit organizations (such as schools and organizations that build low-cost housing).

GRANT SIZE/MATCHING: Up to $8,000,000 in FY2019, but depends on state. Typical grant between $100,000 and $500,000.

ARDA Matching Requirements–General
16. Generally, ARC grants are limited to 50% of project costs.
17. For projects in ARC-designated distressed counties, this limit can be raised to 80%.
18. For projects in ARC-designated at-risk counties, this limit can be raised to 70%.
19. For projects located in ARC-designated competitive counties (those that are approaching national economic norms), funding is usually limited to 30% of project costs.
20. ARC funding is usually not available for projects located in ARC-designated attainment counties (those that have attained or exceeded national economic norms).

ELIGIBILITY: Program grants are awarded to state and local agencies and governmental entities (such as economic development authorities), local governing boards (such as county councils), and nonprofit organizations (such as schools and organizations that build low-cost housing).

Motorcycling/ATV/Snowmobile

Land and Water Conservation Fund Stateside Grants
WEBSITE (Generally State DCNR)
CLASSIFICATION: Grants for outdoor recreation infrastructure
SUPPORTS: Acquisition; Amphitheaters; Archery/Shooting Ranges; Ballfields/Ball Sports (surface upgrades and rehabilitation, lighting, running tracks); Beach/Harbor/Marina (boathouses, beaches piers/pavilions, boat launches); Dog Parks; Equestrian; Fishing/Boardwalk; Golf Courses; Ice Rinks; Infrastructure (parking areas, electrical, roads, ADA accessibility, shelters, water treatment, waste management); Lodging/Camping (cabins, campgrounds); Parks/Trails Development/Renovation (park development, trail resurfacing, bridge construction, multi-use paths, fitness stations); Planning (State Comprehensive Outdoor Recreation Plans (SCORPs) and Master Plans); Playgrounds (including ADA accessibility); Pool/Aquatic Centers; Restrooms/Bathhouses; Skate Parks; Splash Pads; Tennis Courts (including pickleball); Visitors Centers
DESCRIPTION: Stateside grants provides matching funds to states and local governments for the acquisition and development of public outdoor recreation areas and facilities. Stateside grants have

provided billions of dollars in grants for *community-scale* projects, including development of recreation facilities (e.g. parks, trails, bike paths, ball fields, recreation centers, pools and bathhouses, cultural interpretation sites, and other areas) as well as analytical studies on recreation potentials, needs, opportunities and policies. Importantly, state grants are 50/50 matching grants, meaning that states supply 50% of the project cost, leveraging dollars raised from offshore oil and gas royalties to meet community needs.

GRANT SIZE/MATCHING: Ranging from $8,000 to $4,400,000 in FY2019, Federal government will supply up to 50% of the project cost, and state project sponsor bears the remaining cost. The remaining split between local governments and state agencies depends by state.

ELIGIBILITY: Generally counties, incorporated municipalities, and federally recognized tribes.

Matching Awards Program

WEBSITE

CLASSIFICATION: Grants for trail maintenance, stewardship engagement, work crews

SUPPORTS: *Outdoor Experiences:* Trail Maintenance, bridge and crossing construction or repair, installation of trail drainage structures; Engaging youth, volunteers, underserved or under-engaged populations in hands-on stewardship activities; Employing youth and/or veterans crews to implement on-the -ground conservation, stewardship and/or restoration work. *Forest Health:* Ecosystem structure, function and diversity; Removal or control of non-native invasive species, reintroduction of native plants and trees

DESCRIPTION: The MAP program supports action-oriented projects that enhance outdoor experiences, forest and ecosystem health, and engage local communities in caring for their public lands.

GRANT SIZE/MATCHING: 1:1 nonfederal cash match

ELIGIBILITY: 501(c)(3) nonprofits, universities, and federally-recognized Native American tribes. All MAP applications must align with one or both of the NFF's strategic focus areas of Outdoor Experiences and Forest Health. Applications that cohesively integrate the two program areas are encouraged. All permitting and environmental compliance work (including but not limited to NEPA) must be complete before submitting a MAP application.

Mountain Biking

Recreational Trails Program

WEBSITE ANNUAL REPORT

CLASSIFICATION: State funding for development and maintenance of recreational trails for nonmotorized and motorized uses.

SUPPORTS: Trail maintenance and restoration, Trailside and trailhead facilities, Equipment for construction and maintenance, Construction of new recreational trails, Acquisition of trail corridors, Assessment of trail conditions, Safety and environmental education, Administration

DESCRIPTION: The Recreational Trails Program (RTP) provides funds to the States to develop and maintain recreational trails and trail-related facilities for both nonmotorized and motorized recreational trail uses. The RTP is an assistance program of the Department of Transportation's Federal Highway Administration (FHWA). Federal transportation funds benefit recreation including hiking, bicycling, in-line skating, equestrian use, cross-country skiing, snowmobiling, off-road motorcycling, all-terrain vehicle riding, four-wheel driving, or using other off-road motorized vehicles. States are required to use

40 percent of their RTP funds for diverse recreational trail use, 30 percent for motorized recreation, and 30 percent for nonmotorized recreation. Each State develops and manages its own program of project selection and grant administration, in partnership with communities, agencies, and nonprofit organizations

GRANT SIZE/MATCHING: Generally $10K-$100K, though grants in certain states have been as large as $4.9 million. Matching requirements determined by states.

ELIGIBILITY: Generally municipalities or other qualified sub-divisions of state government.

Land and Water Conservation Fund Stateside Grants
WEBSITE (Generally State DCNR)
CLASSIFICATION: Grants for outdoor recreation infrastructure
SUPPORTS: Acquisition; Amphitheaters; Archery/Shooting Ranges; Ballfields/Ball Sports (surface upgrades and rehabilitation, lighting, running tracks); Beach/Harbor/Marina (boathouses, beaches piers/pavilions, boat launches); Dog Parks; Equestrian; Fishing/Boardwalk; Golf Courses; Ice Rinks; Infrastructure (parking areas, electrical, roads, ADA accessibility, shelters, water treatment, waste management); Lodging/Camping (cabins, campgrounds); Parks/Trails Development/Renovation (park development, trail resurfacing, bridge construction, multi-use paths, fitness stations); Planning (State Comprehensive Outdoor Recreation Plans (SCORPs) and Master Plans); Playgrounds (including ADA accessibility); Pool/Aquatic Centers; Restrooms/Bathhouses; Skate Parks; Splash Pads; Tennis Courts (including pickleball); Visitors Centers
DESCRIPTION: Stateside grants provides matching funds to states and local governments for the acquisition and development of public outdoor recreation areas and facilities. Stateside grants have provided billions of dollars in grants for *community-scale* projects, including development of recreation facilities (e.g. parks, trails, bike paths, ball fields, recreation centers, pools and bathhouses, cultural interpretation sites, and other areas) as well as analytical studies on recreation potentials, needs, opportunities and policies. Importantly, state grants are 50/50 matching grants, meaning that states supply 50% of the project cost, leveraging dollars raised from offshore oil and gas royalties to meet community needs.
GRANT SIZE/MATCHING: Ranging from $8,000 to $4,400,000 in FY2019, Federal government will supply up to 50% of the project cost, and state project sponsor bears the remaining cost. The remaining split between local governments and state agencies depends by state.
ELIGIBILITY: Generally counties, incorporated municipalities, and federally recognized tribes.

Matching Awards Program
WEBSITE
CLASSIFICATION: Grants for trail maintenance, stewardship engagement, work crews
SUPPORTS: *Outdoor Experiences:* Trail Maintenance, bridge and crossing construction or repair, installation of trail drainage structures; Engaging youth, volunteers, underserved or under-engaged populations in hands-on stewardship activities; Employing youth and/or veterans crews to implement on-the -ground conservation, stewardship and/or restoration work. *Forest Health:* Ecosystem structure, function and diversity; Removal or control of non-native invasive species, reintroduction of native plants and trees
DESCRIPTION: The MAP program supports action-oriented projects that enhance outdoor experiences, forest and ecosystem health, and engage local communities in caring for their public lands.

GRANT SIZE/MATCHING: 1:1 nonfederal cash match
ELIGIBILITY: 501(c)(3) nonprofits, universities, and federally-recognized Native American tribes. All MAP applications must align with one or both of the NFF's strategic focus areas of Outdoor Experiences and Forest Health. Applications that cohesively integrate the two program areas are encouraged. All permitting and environmental compliance work (including but not limited to NEPA) must be complete before submitting a MAP application.

Outdoor Business Development (e.g. training, incubators, research, acquisition and development, construction, planning)

Rural Business Development Grants
[**WEBSITE**](#)
CLASSIFICATION: Grants and Technical Assistance
SUPPORTS:
Enterprise Grants support training and technical assistance (e.g. project planning, business counseling and training, market research, feasibility studies, professional or technical reports or producer service improvements); Acquisition or development of land, easements or rights of way; construction, conversion, renovation of buildings; plants, machinery, equipment, access for streets and roads; parking areas and utilities; pollution control and abatement; capitalization of revolving loan funds, including funds that will make loans for start-ups and working capital; distance adult learning for job training and advancement; rural transportation improvement; community economic development; technology-based economic development; feasibility studies and business plans; leadership and entrepreneur training; rural business incubators; long-term business strategic planning.
Opportunity grants support community economic development; technology-based economic development; feasibility studies and business plans; leadership and entrepreneur training; rural business incubators; long-term business strategic planning
DESCRIPTION: This program is designed to provide technical assistance and training for small rural businesses. Small means that the business has fewer than 50 new workers and less than $1 million in gross revenue.
GRANT SIZE/MATCHING: $10,000-$500,000
ELIGIBILITY: Towns, Communities, State Agencies, Authorities, Nonprofit corporations, Institutions of Higher Education, Federally-recognized tribes, rural cooperatives (if organized as a private nonprofit corporation)

Business and Industry Guaranteed Loans
[**WEBSITE**](#)
CLASSIFICATION: Guaranteed loans for rural businesses, via local lenders
SUPPORTS: Business conversion, enlargement, repair, modernization, or development; purchase and development of land, easements, rights-of-way, buildings, or facilities; purchase of equipment, leasehold improvements, machinery, supplies or inventory; debt refinancing when refinancing improves cash flow and creates or saves jobs; business and industrial acquisitions when the loan will create or save jobs.

DESCRIPTION: This program bolsters the availability of private credit by guaranteeing loans for rural businesses.

GRANT SIZE/MATCHING: $1 Million - $25 Million

ELIGIBILITY: Lenders with the legal authority, sufficient experience and financial strength to operate a successful lending program. This includes: Federal or State chartered banks; Savings and loans; Farm credit banks; Credit unions. Any area other than a city or town with a population of greater than 50,000 inhabitants and the urbanized area of that city or town; The borrower's headquarters may be based within a larger city as long as the project is located in an eligible rural area; Projects may be funded in rural and urban areas under the Local and Regional Food System Initiative.

Rural Microentrepreneur Assistance Program

[WEBSITE]

CLASSIFICATION: Loans and Grants to Microenterprise Development Organizations (MDOs)

SUPPORTS: Microenterprise startups, microloan borrowers, micro entrepreneurs

DESCRIPTION: Rural Microentrepreneur Assistance provides microloans for microenterprise startups and growth through a Rural Microloan Revolving Fund, and provide training and technical assistance to microloan borrowers and micro entrepreneurs

GRANT SIZE/MATCHING: Grants are available to provide technical assistance to rural microentrepreneurs or microenterprises, up to $205,000 annually. Funding at the requested level is not guaranteed, and at least 15 percent matching funds are required. Loans of $50,000 - $500,000 may be used to establish a Rural Microloan Revolving Fund managed by the MDO. Total aggregate debt is capped at $2.5 million

ELIGIBILITY: To *be* an MDO, must be a: Nonprofit, Federally Recognized Tribe, or Institution of Higher Education. To *apply for a loan* from the MDO, must be a: Business located in an eligible area with 10 or fewer full-time employees. Eligible areas are rural areas outside a city or town with a population of less than 50,000. Urbanized areas near a city of 50,000 or more may not be eligible. The borrower's headquarters may be based within a larger city so long as the project service area is located in an eligible rural area. The lender may be located anywhere.

Intermediary Relending Program

[WEBSITE]

CLASSIFICATION: Loans for Businesses and Community Development projects, via local intermediaries

SUPPORTS: The acquisition, construction, conversion, enlargement, or repair of a business or business facility, particularly when jobs will be created or retained; The purchase or development of land (easements, rights of way, buildings, facilities, leases, materials); The purchase of equipment, leasehold improvements, machinery, or supplies; Start-up costs and working capital; Pollution control and abatement; Transportation services; Feasibility studies and some fees; Hotels, motels, convention centers; Education institutions; Aquaculture based rural small business; Revolving lines of credit as described in 7 CFR Part 4274.314

DESCRIPTION: The Intermediary Relending Program provides low-interest loans to local intermediaries that relend to businesses and for community development projects in rural communities.

GRANT SIZE/MATCHING:

ELIGIBILITY: To *be* an intermediary lender, must be a: Nonprofit and cooperative; Federally recognized Tribe; or Public Body. To *apply for a loan from* an intermediary lender, must be a: individual, public or private organization, or other legal entity, given that: Majority ownership is held by US citizens or permanent residents; The applicant owes no delinquent debt to the Federal Government; The applicant is unable to obtain affordable commercial financing for the project elsewhere; Are located in an eligible area. Eligible areas are rural areas outside a city or town with a population of less than 50,000. Urbanized areas near a city of 50,000 or more may not be eligible. The borrower's headquarters may be based within a larger city so long as the project service area is located in an eligible rural area. The lender may be located anywhere.

Public Works
[WEBSITE](#)
CLASSIFICATION: Grants and Cooperative Agreements
SUPPORTS: Water/Sewer System Improvements, Industrial Parks, Shipping and Logistics Facilities, Workforce Training Facilities, Business Incubators and Accelerators, Brownfield Redevelopment, Technology-based facilities, wet labs, multi-tenant manufacturing facilities, science and research parks, and telecommunications infrastructure and development facilities.
DESCRIPTION: EDA provides catalytic investments to help distressed communities build, design, or engineer critical infrastructure and facilities that will help implement regional development strategies and advance bottom-up economic development goals to promote regional prosperity. The Public Works program provides resources to meet the construction and/or infrastructure design needs of communities to enable them to become more economically competitive. Prior examples of investments EDA has supported through the Public Works program include projects supporting water and sewer system improvements, industrial parks, high-tech shipping and logistics facilities, workforce training facilities, business incubators and accelerators, brownfield redevelopment, technology-based facilities, wet labs, multi-tenant manufacturing facilities, science and research parks, and telecommunications infrastructure and development facilities.
GRANT SIZE/MATCHING: $100,000-$30 Million
ELIGIBILITY: Investments must be aligned with a current Community Economic Development Strategy (CEDS) or equivalent EDA-accepted regional economic development strategy and clearly lead to the creation or retention of long-term high quality jobs.

Economic Adjustment Assistance Strategy and Implementation Grants
[WEBSITE](#)
CLASSIFICATION: Grants for Infrastructure and Facilities Development/Comprehensive Economic Development Strategies
SUPPORTS: Infrastructure, design and engineering, technical assistance, economic recovery strategies, capitalization or re-capitalizations of Revolving Loan Funds
DESCRIPTION: The EAA program supports a wide range of construction and non-construction activities (including infrastructure, design and engineering, technical assistance, economic recovery strategies, and capitalization or re-capitalization of Revolving Loan Funds (RLF)) in regions experiencing severe economic dislocations that may occur suddenly or over time.

EDA utilizes EAA investments to provide resources that help communities experiencing or anticipating economic dislocations to plan and implement specific solutions to leverage their existing regional economic advantages to support economic development and job creation. Like Public Works investments, EAA investments are designed to help communities catalyze public-private partnerships to foster collaboration, attract investment, create jobs, and foster economic resiliency and prosperity.

Strategy Grants support the development, updating or refinement of a Comprehensive Economic Development Strategy (CEDS). **Implementation Grants** support the execution of activities identified in a CEDS, such as infrastructure improvements, including site acquisition, site preparation, construction, rehabilitation and equipping of facilities. Specific activities may be funded as separate investments or as multiple elements of a single investment.

For example, EDA might provide funding to a university or community college to create and launch an economic diversification strategy to promote and enhance the growth of emerging industries in a region facing job losses due to declines in regionally important industries. As another example, EDA might provide funding to a city to support the construction of a publicly-owned multi-tenant business and industrial facility to house early-stage businesses.

GRANT SIZE/MATCHING: $100,000-$30 Million, average size $1.4 million

ELIGIBILITY: Must meet EDA's "distress criteria": an unemployment rate that is at least one point greater than the national average unemployment rate for the most recent 24-month period for which data are available; Per capita income that is 80 percent or less of the national average per capita income for period which data is available; other Special needs. Particular focus on Nuclear Closure Communities or Coal Communities. Match is determined by average per capita income or unemployment rate of region in which project is located. Eligible applicants include: District Organization; Indian Tribe or a consortium of Indian Tribes; State, county, city, or other political subdivision of a State, including a special purpose unit of a State or local government engaged in economic or infrastructure development activities, or a consortium of political subdivisions; Institution of higher education or a consortium of institutions of higher

education; or Public or private non-profit organization or association acting in cooperation with officials of a political subdivision of a State.

Grants and Contracts (Limited to Appalachian Region)

[**WEBSITE**](#)

CLASSIFICATION: Economic Development Grants

SUPPORTS: Asset-based development; community infrastructure (e.g. water and wastewater services, access roads, public and environmental health hazards); education and training (e.g. workforce training and vocational education); entrepreneurship and business development (e.g. access to capital, education and training, sector-based strategies, and business incubators); health; leadership development and capacity building; telecommunications (e.g. distance learning, telemedicine, high-speed internet, training curriculum); tourism development (e.g. building and rehabilitating facilities and infrastructure, training artisans and artists, developing strategic plans and feasibility studies); and transportation infrastructure.

DESCRIPTION: ARC awards grants to projects that address one or more of the five goals identified by ARC in its 2016–2020 strategic plan:

- Economic Opportunities
    - Invest in entrepreneurial and business development strategies that strengthen Appalachia's economy.
- Ready Workforce
    - Increase the education, knowledge, skills, and health of residents to work and succeed in Appalachia.
- Critical Infrastructure
    - Invest in critical infrastructure—especially broadband; transportation, including the Appalachian Development Highway System; and water/wastewater systems.
- Natural and Cultural Assets
    - Strengthen Appalachia's community and economic development potential by leveraging the Region's natural and cultural heritage assets.
- Leadership and Community Capacity
    - Build the capacity and skills of current and next-generation leaders and organizations to innovate, collaborate, and advance community and economic development.

and that can demonstrate measurable results. Typically, ARC project grants are awarded to state and local agencies and governmental entities (such as economic development authorities), local governing boards (such as county councils), and nonprofit organizations (such as schools and organizations that build low-cost housing).

GRANT SIZE/MATCHING: Up to $8,000,000 in FY2019, but depends on state. Typical grant between $100,000 and $500,000.

ARDA Matching Requirements–General
21. Generally, ARC grants are limited to 50% of project costs.
22. For projects in ARC-designated distressed counties, this limit can be raised to 80%.
23. For projects in ARC-designated at-risk counties, this limit can be raised to 70%.
24. For projects located in ARC-designated competitive counties (those that are approaching national economic norms), funding is usually limited to 30% of project costs.
25. ARC funding is usually not available for projects located in ARC-designated attainment counties (those that have attained or exceeded national economic norms).

ELIGIBILITY: Program grants are awarded to state and local agencies and governmental entities (such as economic development authorities), local governing boards (such as county councils), and nonprofit organizations (such as schools and organizations that build low-cost housing).

Outdoor Recreation Economy Planning and Implementation

Local Food, Local Places (LFLP)
[**WEBSITE**](WEBSITE)
CLASSIFICATION: Technical Assistance
SUPPORTS: Visioning, Action Planning, Asset Mapping for Economic Development, Food Access, and Preservation of Rural Lands

DESCRIPTION: Local Foods, Local Places helps cities and towns across the country protect the environment and human health by engaging with local partners to reinvest in existing neighborhoods as they develop local food systems. In 2020, the program is sponsored by the U.S. Department of Agriculture (USDA) and EPA.

Local Foods, Local Places supports locally led, community-driven efforts to protect air and water quality, preserve open space and farmland, boost economic opportunities for local farmers and businesses, improve access to healthy local food, and promote childhood wellness.

Selected communities will receive access to technical experts who will work with them to hold a two-day convening that brings together stakeholders in the community to develop an action plan for creating more vibrant downtowns and neighborhoods by promoting local foods. We encourage participation from federal and state agencies and other potential funding partners in the workshops, so that communities can learn about how they might apply for additional resources to help them accomplish their vision, but those funds are not guaranteed (EPA).

Technical assistance can help create walkable, healthy, economically vibrant neighborhoods through the development of local food systems and natural resource amenities, and help gateway communities to national forests revitalize and attract visitors to their downtowns (USDA)
GRANT SIZE/MATCHING: Technical Assistance
ELIGIBILITY: Agricultural businesses, Agricultural cooperatives, Producer networks, Producer associations, Community Supported Agriculture (CSA) networks, Community Supported Agricultural associations, Local government, Non-profit organizations, Producer network, Public benefit corporations, Tribal Governments, Regional farmers authorities
2020 Deadline: Currently Closed

Rural Economic Development Innovation (REDI)
WEBSITE
CLASSIFICATION: Technical Assistance for Creation and Implementation of Economic Development Plans
SUPPORTS: Economic Development Plans
DESCRIPTION: The Rural Economic Development Innovation (REDI) initiative provides free technical assistance from five capacity-building organizations for up to two years to help rural towns and regions create and implement economic development plans.

USDA's Innovation Center created the REDI initiative to support recommendations identified in the Report to the President of the United States from the Task Force on Agriculture and Rural Prosperity. The recommendations outline steps to develop the rural economy and support quality of life.
GRANT SIZE/MATCHING: Technical Assistance
ELIGIBILITY: Generally municipalities or other qualified sub-divisions of state government.
2020 Deadline: Currently Closed

Rural Cooperative Development Grant
[WEBSITE](#)
CLASSIFICATION: Grants for Rural Cooperative Development Centers
SUPPORTS: Development of a Rural Cooperative Development Center. These Centers contribute to feasibility studies, business plans, leadership and operational improvement training, strategic planning.
DESCRIPTION: The primary objective of the RCDG program is to improve the economic condition of rural areas by assisting individuals and businesses in the startup, expansion, or operational improvement of rural cooperatives and other mutually-owned businesses through Cooperative Development Centers. Grants are awarded through a national competition. Each fiscal year, applications are requested through a notice published in the Federal Register and through an announcement posted on Grants.gov.
GRANT SIZE/MATCHING: Maximum grant of $200,000. Grantees must match 25% of total project costs (5% for Native American tribally-controlled colleges and universities that were granted land-grant status under an Act of Congress in 1994).
ELIGIBILITY: Non-profit corporations, Cooperatives, Institutions of Higher Education, Public Bodies. Not eligible: Public Bodies, For-Profit Businesses, Individuals

Rural Economic Development Loans and Grants
[WEBSITE](#)
CLASSIFICATION: Loans and Grants for Business Development and Facilities, via Local Utilities
SUPPORTS: Business incubators; community development assistance to nonprofits and public bodies (particularly job creation or enhancement); Facilities and equipment for education and training for rural residents to facilitate economic development; Facilities and equipment for medical care to rural residents; Start-up venture costs, including, but not limited to, financing fixed assets such as real estate, buildings (new or existing), equipment, or working capital; Business Expansion, Technical assistance
DESCRIPTION: The Rural Economic Development Loan (REDL) and Grant (REDG) programs provide funding to rural projects through local utility organizations. Under the REDL program, USDA provides zero interest loans to local utilities, which they, in turn, pass through to local businesses (ultimate recipients), for projects that will create and retain employment in rural areas. The ultimate recipients repay the lending utility directly. The utility is responsible for repayment to the Agency. Under the REDG program, USDA provides grant funds to local utility organizations to use the funding to establish revolving loan funds (RLF). Loans are made from the revolving loan funds to projects that will create or retain rural jobs. When the revolving loan fund is terminated, the grant is repaid to the Agency.
GRANT SIZE/MATCHING: Up to $300,000 in grants may be requested for establishment of the Revolving Loan Fund. Up to 10% of grant funds may be applied toward operating expenses over the life of the RLF. Up to $1 million in loans may be requested.
ELIGIBILITY: Intermediaries may use funds to lend for projects in rural areas or towns with a population of 50,000 or less. To receive funding, an entity must be described as: Any former Rural Utilities Service (RUS) borrower who borrowed, repaid or pre-paid an insured, direct or guaranteed loan; Nonprofit utilities that are eligible to receive assistance from the Rural Development Electric or Telecommunication Programs; Current Rural Development Electric or Telecommunication Programs Borrowers

Intermediary Relending Program
WEBSITE
CLASSIFICATION: Loans for Businesses and Community Development projects, via local intermediaries
SUPPORTS: The acquisition, construction, conversion, enlargement, or repair of a business or business facility, particularly when jobs will be created or retained; The purchase or development of land (easements, rights of way, buildings, facilities, leases, materials); The purchase of equipment, leasehold improvements, machinery, or supplies; Start-up costs and working capital; Pollution control and abatement; Transportation services; Feasibility studies and some fees; Hotels, motels, convention centers; Education institutions; Aquaculture based rural small business; Revolving lines of credit as described in 7 CFR Part 4274.314
DESCRIPTION: The Intermediary Relending Program provides low-interest loans to local intermediaries that relend to businesses and for community development projects in rural communities.
GRANT SIZE/MATCHING:
ELIGIBILITY: To *be* an intermediary lender, must be a: Nonprofit and cooperative; Federally recognized Tribe; or Public Body. To *apply for a loan from* an intermediary lender, must be a: individual, public or private organization, or other legal entity, given that: Majority ownership is held by US citizens or permanent residents; The applicant owes no delinquent debt to the Federal Government; The applicant is unable to obtain affordable commercial financing for the project elsewhere; Are located in an eligible area. Eligible areas are rural areas outside a city or town with a population of less than 50,000. Urbanized areas near a city of 50,000 or more may not be eligible. The borrower's headquarters may be based within a larger city so long as the project service area is located in an eligible rural area. The lender may be located anywhere.

Economic Adjustment Assistance Strategy and Implementation Grants
WEBSITE
CLASSIFICATION: Grants for Infrastructure and Facilities Development/Comprehensive Economic Development Strategies
SUPPORTS: Infrastructure, design and engineering, technical assistance, economic recovery strategies, capitalization or re-capitalizations of Revolving Loan Funds
DESCRIPTION: The EAA program supports a wide range of construction and non-construction activities (including infrastructure, design and engineering, technical assistance, economic recovery strategies, and capitalization or re-capitalization of Revolving Loan Funds (RLF)) in regions experiencing severe economic dislocations that may occur suddenly or over time.

EDA utilizes EAA investments to provide resources that help communities experiencing or anticipating economic dislocations to plan and implement specific solutions to leverage their existing regional economic advantages to support economic development and job creation. Like Public Works investments, EAA investments are designed to help communities catalyze public-private partnerships to foster collaboration, attract investment, create jobs, and foster economic resiliency and prosperity.

Strategy Grants support the development, updating or refinement of a Comprehensive Economic Development Strategy (CEDS). **Implementation Grants** support the execution of activities identified in

a CEDS, such as infrastructure improvements, including site acquisition, site preparation, construction, rehabilitation and equipping of facilities. Specific activities may be funded as separate investments or as multiple elements of a single investment.

For example, EDA might provide funding to a university or community college to create and launch an economic diversification strategy to promote and enhance the growth of emerging industries in a region facing job losses due to declines in regionally important industries. As another example, EDA might provide funding to a city to support the construction of a publicly-owned multi-tenant business and industrial facility to house early-stage businesses.

GRANT SIZE/MATCHING: $100,000-$30 Million, average size $1.4 million

ELIGIBILITY: Must meet EDA's "distress criteria": an unemployment rate that is at least one point greater than the national average unemployment rate for the most recent 24-month period for which data are available; Per capita income that is 80 percent or less of the national average per capita income for period which data is available; other Special needs. Particular focus on Nuclear Closure Communities or Coal Communities. Match is determined by average per capita income or unemployment rate of region in which project is located. Eligible applicants include: District Organization; Indian Tribe or a consortium of Indian Tribes; State, county, city, or other political subdivision of a State, including a special purpose unit of a State or local government engaged in economic or infrastructure development activities, or a consortium of political subdivisions; Institution of higher education or a consortium of institutions of higher
education; or Public or private non-profit organization or association acting in cooperation
with officials of a political subdivision of a State.

Recreation Economy for Rural Communities
WEBSITE
CLASSIFICATION: Technical Assistance for Outdoor Rec Economy Planning
SUPPORTS: Community strategies and action planning for outdoor recreation economy development
DESCRIPTION: Recreation Economy for Rural Communities is a new planning assistance program to help communities develop strategies and an action plan to revitalize their Main Streets through outdoor recreation.
GRANT SIZE/MATCHING: Technical Assistance
ELIGIBILITY: Local governments; Indian tribes; Nonprofit institutions and organizations representing any community in the United States. Special consideration will be given to communities that are: Small towns, Economically disadvantaged, such as those in Opportunity Zones, and/or In the Northern Border region of Maine, Vermont, New Hampshire, and New York (see the Northern Border Regional Commission's website for a list of counties in this region).

Land and Water Conservation Fund Stateside Grants
WEBSITE (Generally State DCNR)
CLASSIFICATION: Grants for outdoor recreation infrastructure
SUPPORTS: Acquisition; Amphitheaters; Archery/Shooting Ranges; Ballfields/Ball Sports (surface upgrades and rehabilitation, lighting, running tracks); Beach/Harbor/Marina (boathouses, beaches piers/pavilions, boat launches); Dog Parks; Equestrian; Fishing/Boardwalk; Golf Courses; Ice Rinks;

Infrastructure (parking areas, electrical, roads, ADA accessibility, shelters, water treatment, waste management); Lodging/Camping (cabins, campgrounds); Parks/Trails Development/Renovation (park development, trail resurfacing, bridge construction, multi-use paths, fitness stations); Planning (State Comprehensive Outdoor Recreation Plans (SCORPs) and Master Plans); Playgrounds (including ADA accessibility); Pool/Aquatic Centers; Restrooms/Bathhouses; Skate Parks; Splash Pads; Tennis Courts (including pickleball); Visitors Centers

DESCRIPTION: Stateside grants provides matching funds to states and local governments for the acquisition and development of public outdoor recreation areas and facilities. Stateside grants have provided billions of dollars in grants for *community-scale* projects, including development of recreation facilities (e.g. parks, trails, bike paths, ball fields, recreation centers, pools and bathhouses, cultural interpretation sites, and other areas) as well as analytical studies on recreation potentials, needs, opportunities and policies. Importantly, state grants are 50/50 matching grants, meaning that states supply 50% of the project cost, leveraging dollars raised from offshore oil and gas royalties to meet community needs.

GRANT SIZE/MATCHING: Ranging from $8,000 to $4,400,000 in FY2019, Federal government will supply up to 50% of the project cost, and state project sponsor bears the remaining cost. The remaining split between local governments and state agencies depends by state.

ELIGIBILITY: Generally counties, incorporated municipalities, and federally recognized tribes.

Grants and Contracts (Limited to Appalachian Region)

[WEBSITE](#)

CLASSIFICATION: Economic Development Grants

SUPPORTS: Asset-based development; community infrastructure (e.g. water and wastewater services, access roads, public and environmental health hazards); education and training (e.g. workforce training and vocational education); entrepreneurship and business development (e.g. access to capital, education and training, sector-based strategies, and business incubators); health; leadership development and capacity building; telecommunications (e.g. distance learning, telemedicine, high-speed internet, training curriculum); tourism development (e.g. building and rehabilitating facilities and infrastructure, training artisans and artists, developing strategic plans and feasibility studies); and transportation infrastructure.

DESCRIPTION: ARC awards grants to projects that address one or more of the five goals identified by ARC in its 2016–2020 strategic plan:

- Economic Opportunities
  - Invest in entrepreneurial and business development strategies that strengthen Appalachia's economy.
- Ready Workforce
  - Increase the education, knowledge, skills, and health of residents to work and succeed in Appalachia.
- Critical Infrastructure
  - Invest in critical infrastructure—especially broadband; transportation, including the Appalachian Development Highway System; and water/wastewater systems.
- Natural and Cultural Assets
  - Strengthen Appalachia's community and economic development potential by leveraging the Region's natural and cultural heritage assets.

- Leadership and Community Capacity
    - Build the capacity and skills of current and next-generation leaders and organizations to innovate, collaborate, and advance community and economic development.

and that can demonstrate measurable results. Typically, ARC project grants are awarded to state and local agencies and governmental entities (such as economic development authorities), local governing boards (such as county councils), and nonprofit organizations (such as schools and organizations that build low-cost housing).

GRANT SIZE/MATCHING: Up to $8,000,000 in FY2019, but depends on state. Typical grant between $100,000 and $500,000.

ARDA Matching Requirements–General

26. Generally, ARC grants are limited to 50% of project costs.
27. For projects in ARC-designated distressed counties, this limit can be raised to 80%.
28. For projects in ARC-designated at-risk counties, this limit can be raised to 70%.
29. For projects located in ARC-designated competitive counties (those that are approaching national economic norms), funding is usually limited to 30% of project costs.
30. ARC funding is usually not available for projects located in ARC-designated attainment counties (those that have attained or exceeded national economic norms).

ELIGIBILITY: Program grants are awarded to state and local agencies and governmental entities (such as economic development authorities), local governing boards (such as county councils), and nonprofit organizations (such as schools and organizations that build low-cost housing).

Rafting

Land and Water Conservation Fund Stateside Grants
WEBSITE (Generally State DCNR)
CLASSIFICATION: Grants for outdoor recreation infrastructure
SUPPORTS: Acquisition; Amphitheaters; Archery/Shooting Ranges; Ballfields/Ball Sports (surface upgrades and rehabilitation, lighting, running tracks); Beach/Harbor/Marina (boathouses, beaches piers/pavilions, boat launches); Dog Parks; Equestrian; Fishing/Boardwalk; Golf Courses; Ice Rinks; Infrastructure (parking areas, electrical, roads, ADA accessibility, shelters, water treatment, waste management); Lodging/Camping (cabins, campgrounds); Parks/Trails Development/Renovation (park development, trail resurfacing, bridge construction, multi-use paths, fitness stations); Planning (State Comprehensive Outdoor Recreation Plans (SCORPs) and Master Plans); Playgrounds (including ADA accessibility); Pool/Aquatic Centers; Restrooms/Bathhouses; Skate Parks; Splash Pads; Tennis Courts (including pickleball); Visitors Centers
DESCRIPTION: Stateside grants provides matching funds to states and local governments for the acquisition and development of public outdoor recreation areas and facilities. Stateside grants have provided billions of dollars in grants for *community-scale* projects, including development of recreation facilities (e.g. parks, trails, bike paths, ball fields, recreation centers, pools and bathhouses, cultural interpretation sites, and other areas) as well as analytical studies on recreation potentials, needs, opportunities and policies. Importantly, state grants are 50/50 matching grants, meaning that states supply

50% of the project cost, leveraging dollars raised from offshore oil and gas royalties to meet community needs.

GRANT SIZE/MATCHING: Ranging from $8,000 to $4,400,000 in FY2019, Federal government will supply up to 50% of the project cost, and state project sponsor bears the remaining cost. The remaining split between local governments and state agencies depends by state.

ELIGIBILITY: Generally counties, incorporated municipalities, and federally recognized tribes.

Wildlife and Sport Fish Restoration Program (Pittman-Robertson and Dingell-Johnson)
WEBSITE and GUIDE TO SPECIFIC PROGRAMS
CLASSIFICATION:
SUPPORTS: Pittman-Robertson: Acquisition, development, and operation of wildlife management and public use areas; hunter education and safety;
Dingell-Johnson: Conservation and public recreation needs in fresh, estuarine and marine waters; improve and manage aquatic habitats and fisheries resources; protect coastal wetlands; infrastructure to recreational boaters
DESCRIPTION: The Wildlife and Sport Fish Restoration (WSFR) Program addresses the challenges of managing America's natural resources with effective, targeted grant programs designed to benefit fish and wildlife while capitalizing on recreational opportunities across the country.
GRANT SIZE/MATCHING: States provide up to 25% share of project costs. The remaining split between local governments and state agencies depends by state.
ELIGIBILITY: Generally counties, incorporated municipalities, and federally recognized tribes.

Recreational Flying

Land and Water Conservation Fund Stateside Grants
WEBSITE (Generally State DCNR)
CLASSIFICATION: Grants for outdoor recreation infrastructure
SUPPORTS: Acquisition; Amphitheaters; Archery/Shooting Ranges; Ballfields/Ball Sports (surface upgrades and rehabilitation, lighting, running tracks); Beach/Harbor/Marina (boathouses, beaches piers/pavilions, boat launches); Dog Parks; Equestrian; Fishing/Boardwalk; Golf Courses; Ice Rinks; Infrastructure (parking areas, electrical, roads, ADA accessibility, shelters, water treatment, waste management); Lodging/Camping (cabins, campgrounds); Parks/Trails Development/Renovation (park development, trail resurfacing, bridge construction, multi-use paths, fitness stations); Planning (State Comprehensive Outdoor Recreation Plans (SCORPs) and Master Plans); Playgrounds (including ADA accessibility); Pool/Aquatic Centers; Restrooms/Bathhouses; Skate Parks; Splash Pads; Tennis Courts (including pickleball); Visitors Centers
DESCRIPTION: Stateside grants provides matching funds to states and local governments for the acquisition and development of public outdoor recreation areas and facilities. Stateside grants have provided billions of dollars in grants for *community-scale* projects, including development of recreation facilities (e.g. parks, trails, bike paths, ball fields, recreation centers, pools and bathhouses, cultural interpretation sites, and other areas) as well as analytical studies on recreation potentials, needs, opportunities and policies. Importantly, state grants are 50/50 matching grants, meaning that states supply

50% of the project cost, leveraging dollars raised from offshore oil and gas royalties to meet community needs.

GRANT SIZE/MATCHING: Ranging from $8,000 to $4,400,000 in FY2019, Federal government will supply up to 50% of the project cost, and state project sponsor bears the remaining cost. The remaining split between local governments and state agencies depends by state.

ELIGIBILITY: Generally counties, incorporated municipalities, and federally recognized tribes.

Restoration and Conservation Volunteering

Matching Awards Program
WEBSITE
CLASSIFICATION: Grants for trail maintenance, stewardship engagement, work crews
SUPPORTS: *Outdoor Experiences:* Trail Maintenance, bridge and crossing construction or repair, installation of trail drainage structures; Engaging youth, volunteers, underserved or under-engaged populations in hands-on stewardship activities; Employing youth and/or veterans crews to implement on-the -ground conservation, stewardship and/or restoration work. *Forest Health:* Ecosystem structure, function and diversity; Removal or control of non-native invasive species, reintroduction of native plants and trees
DESCRIPTION: The MAP program supports action-oriented projects that enhance outdoor experiences, forest and ecosystem health, and engage local communities in caring for their public lands.
GRANT SIZE/MATCHING: 1:1 nonfederal cash match
ELIGIBILITY: 501(c)(3) nonprofits, universities, and federally-recognized Native American tribes. All MAP applications must align with one or both of the NFF's strategic focus areas of Outdoor Experiences and Forest Health. Applications that cohesively integrate the two program areas are encouraged. All permitting and environmental compliance work (including but not limited to NEPA) must be complete before submitting a MAP application.

Road Biking

Land and Water Conservation Fund Stateside Grants
WEBSITE **(Generally State DCNR)**
CLASSIFICATION: Grants for outdoor recreation infrastructure
SUPPORTS: Acquisition; Amphitheaters; Archery/Shooting Ranges; Ballfields/Ball Sports (surface upgrades and rehabilitation, lighting, running tracks); Beach/Harbor/Marina (boathouses, beaches piers/pavilions, boat launches); Dog Parks; Equestrian; Fishing/Boardwalk; Golf Courses; Ice Rinks; Infrastructure (parking areas, electrical, roads, ADA accessibility, shelters, water treatment, waste management); Lodging/Camping (cabins, campgrounds); Parks/Trails Development/Renovation (park development, trail resurfacing, bridge construction, multi-use paths, fitness stations); Planning (State Comprehensive Outdoor Recreation Plans (SCORPs) and Master Plans); Playgrounds (including ADA accessibility); Pool/Aquatic Centers; Restrooms/Bathhouses; Skate Parks; Splash Pads; Tennis Courts (including pickleball); Visitors Centers
DESCRIPTION: Stateside grants provides matching funds to states and local governments for the acquisition and development of public outdoor recreation areas and facilities. Stateside grants have

provided billions of dollars in grants for *community-scale* projects, including development of recreation facilities (e.g. parks, trails, bike paths, ball fields, recreation centers, pools and bathhouses, cultural interpretation sites, and other areas) as well as analytical studies on recreation potentials, needs, opportunities and policies. Importantly, state grants are 50/50 matching grants, meaning that states supply 50% of the project cost, leveraging dollars raised from offshore oil and gas royalties to meet community needs.

GRANT SIZE/MATCHING: Ranging from $8,000 to $4,400,000 in FY2019, Federal government will supply up to 50% of the project cost, and state project sponsor bears the remaining cost. The remaining split between local governments and state agencies depends by state.

ELIGIBILITY: Generally counties, incorporated municipalities, and federally recognized tribes.

Rock Climbing

Land and Water Conservation Fund Stateside Grants
WEBSITE (Generally State DCNR)
CLASSIFICATION: Grants for outdoor recreation infrastructure
SUPPORTS: Acquisition; Amphitheaters; Archery/Shooting Ranges; Ballfields/Ball Sports (surface upgrades and rehabilitation, lighting, running tracks); Beach/Harbor/Marina (boathouses, beaches piers/pavilions, boat launches); Dog Parks; Equestrian; Fishing/Boardwalk; Golf Courses; Ice Rinks; Infrastructure (parking areas, electrical, roads, ADA accessibility, shelters, water treatment, waste management); Lodging/Camping (cabins, campgrounds); Parks/Trails Development/Renovation (park development, trail resurfacing, bridge construction, multi-use paths, fitness stations); Planning (State Comprehensive Outdoor Recreation Plans (SCORPs) and Master Plans); Playgrounds (including ADA accessibility); Pool/Aquatic Centers; Restrooms/Bathhouses; Skate Parks; Splash Pads; Tennis Courts (including pickleball); Visitors Centers
DESCRIPTION: Stateside grants provides matching funds to states and local governments for the acquisition and development of public outdoor recreation areas and facilities. Stateside grants have provided billions of dollars in grants for *community-scale* projects, including development of recreation facilities (e.g. parks, trails, bike paths, ball fields, recreation centers, pools and bathhouses, cultural interpretation sites, and other areas) as well as analytical studies on recreation potentials, needs, opportunities and policies. Importantly, state grants are 50/50 matching grants, meaning that states supply 50% of the project cost, leveraging dollars raised from offshore oil and gas royalties to meet community needs.
GRANT SIZE/MATCHING: Ranging from $8,000 to $4,400,000 in FY2019, Federal government will supply up to 50% of the project cost, and state project sponsor bears the remaining cost. The remaining split between local governments and state agencies depends by state.
ELIGIBILITY: Generally counties, incorporated municipalities, and federally recognized tribes.

Matching Awards Program
WEBSITE
CLASSIFICATION: Grants for trail maintenance, stewardship engagement, work crews
SUPPORTS: *Outdoor Experiences:* Trail Maintenance, bridge and crossing construction or repair, installation of trail drainage structures; Engaging youth, volunteers, underserved or under-engaged

populations in hands-on stewardship activities; Employing youth and/or veterans crews to implement on-the -ground conservation, stewardship and/or restoration work. *Forest Health:* Ecosystem structure, function and diversity; Removal or control of non-native invasive species, reintroduction of native plants and trees

DESCRIPTION: The MAP program supports action-oriented projects that enhance outdoor experiences, forest and ecosystem health, and engage local communities in caring for their public lands.

GRANT SIZE/MATCHING: 1:1 nonfederal cash match

ELIGIBILITY: 501(c)(3) nonprofits, universities, and federally-recognized Native American tribes. All MAP applications must align with one or both of the NFF's strategic focus areas of Outdoor Experiences and Forest Health. Applications that cohesively integrate the two program areas are encouraged. All permitting and environmental compliance work (including but not limited to NEPA) must be complete before submitting a MAP application.

RVing

Land and Water Conservation Fund Stateside Grants
WEBSITE (Generally State DCNR)
CLASSIFICATION: Grants for outdoor recreation infrastructure
SUPPORTS: Acquisition; Amphitheaters; Archery/Shooting Ranges; Ballfields/Ball Sports (surface upgrades and rehabilitation, lighting, running tracks); Beach/Harbor/Marina (boathouses, beaches piers/pavilions, boat launches); Dog Parks; Equestrian; Fishing/Boardwalk; Golf Courses; Ice Rinks; Infrastructure (parking areas, electrical, roads, ADA accessibility, shelters, water treatment, waste management); Lodging/Camping (cabins, campgrounds); Parks/Trails Development/Renovation (park development, trail resurfacing, bridge construction, multi-use paths, fitness stations); Planning (State Comprehensive Outdoor Recreation Plans (SCORPs) and Master Plans); Playgrounds (including ADA accessibility); Pool/Aquatic Centers; Restrooms/Bathhouses; Skate Parks; Splash Pads; Tennis Courts (including pickleball); Visitors Centers
DESCRIPTION: Stateside grants provides matching funds to states and local governments for the acquisition and development of public outdoor recreation areas and facilities. Stateside grants have provided billions of dollars in grants for *community-scale* projects, including development of recreation facilities (e.g. parks, trails, bike paths, ball fields, recreation centers, pools and bathhouses, cultural interpretation sites, and other areas) as well as analytical studies on recreation potentials, needs, opportunities and policies. Importantly, state grants are 50/50 matching grants, meaning that states supply 50% of the project cost, leveraging dollars raised from offshore oil and gas royalties to meet community needs.
GRANT SIZE/MATCHING: Ranging from $8,000 to $4,400,000 in FY2019, Federal government will supply up to 50% of the project cost, and state project sponsor bears the remaining cost. The remaining split between local governments and state agencies depends by state.
ELIGIBILITY: Generally counties, incorporated municipalities, and federally recognized tribes.

Sailing and Motorboating

Land and Water Conservation Fund Stateside Grants
[WEBSITE](#) **(Generally State DCNR)**
CLASSIFICATION: Grants for outdoor recreation infrastructure
SUPPORTS: Acquisition; Amphitheaters; Archery/Shooting Ranges; Ballfields/Ball Sports (surface upgrades and rehabilitation, lighting, running tracks); Beach/Harbor/Marina (boathouses, beaches piers/pavilions, boat launches); Dog Parks; Equestrian; Fishing/Boardwalk; Golf Courses; Ice Rinks; Infrastructure (parking areas, electrical, roads, ADA accessibility, shelters, water treatment, waste management); Lodging/Camping (cabins, campgrounds); Parks/Trails Development/Renovation (park development, trail resurfacing, bridge construction, multi-use paths, fitness stations); Planning (State Comprehensive Outdoor Recreation Plans (SCORPs) and Master Plans); Playgrounds (including ADA accessibility); Pool/Aquatic Centers; Restrooms/Bathhouses; Skate Parks; Splash Pads; Tennis Courts (including pickleball); Visitors Centers
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ELIGIBILITY: Generally counties, incorporated municipalities, and federally recognized tribes.

Wildlife and Sport Fish Restoration Program (Pittman-Robertson and Dingell-Johnson)
[WEBSITE](#) **and** [GUIDE TO SPECIFIC PROGRAMS](#)
CLASSIFICATION:
SUPPORTS: Pittman-Robertson: Acquisition, development, and operation of wildlife management and public use areas; hunter education and safety;
Dingell-Johnson: Conservation and public recreation needs in fresh, estuarine and marine waters; improve and manage aquatic habitats and fisheries resources; protect coastal wetlands; infrastructure to recreational boaters
DESCRIPTION: The Wildlife and Sport Fish Restoration (WSFR) Program addresses the challenges of managing America's natural resources with effective, targeted grant programs designed to benefit fish and wildlife while capitalizing on recreational opportunities across the country.
GRANT SIZE/MATCHING: States provide up to 25% share of project costs. The remaining split between local governments and state agencies depends by state.
ELIGIBILITY: Generally counties, incorporated municipalities, and federally recognized tribes.

Saltwater Fishing

Land and Water Conservation Fund Stateside Grants
WEBSITE (Generally State DCNR)
CLASSIFICATION: Grants for outdoor recreation infrastructure
SUPPORTS: Acquisition; Amphitheaters; Archery/Shooting Ranges; Ballfields/Ball Sports (surface upgrades and rehabilitation, lighting, running tracks); Beach/Harbor/Marina (boathouses, beaches piers/pavilions, boat launches); Dog Parks; Equestrian; Fishing/Boardwalk; Golf Courses; Ice Rinks; Infrastructure (parking areas, electrical, roads, ADA accessibility, shelters, water treatment, waste management); Lodging/Camping (cabins, campgrounds); Parks/Trails Development/Renovation (park development, trail resurfacing, bridge construction, multi-use paths, fitness stations); Planning (State Comprehensive Outdoor Recreation Plans (SCORPs) and Master Plans); Playgrounds (including ADA accessibility); Pool/Aquatic Centers; Restrooms/Bathhouses; Skate Parks; Splash Pads; Tennis Courts (including pickleball); Visitors Centers
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Dingell-Johnson: Conservation and public recreation needs in fresh, estuarine and marine waters; improve and manage aquatic habitats and fisheries resources; protect coastal wetlands; infrastructure to recreational boaters
DESCRIPTION: The Wildlife and Sport Fish Restoration (WSFR) Program addresses the challenges of managing America's natural resources with effective, targeted grant programs designed to benefit fish and wildlife while capitalizing on recreational opportunities across the country.
GRANT SIZE/MATCHING: States provide up to 25% share of project costs. The remaining split between local governments and state agencies depends by state.
ELIGIBILITY: Generally counties, incorporated municipalities, and federally recognized tribes.

Skiing

Land and Water Conservation Fund Stateside Grants
[**WEBSITE**](WEBSITE) **(Generally State DCNR)**
CLASSIFICATION: Grants for outdoor recreation infrastructure
SUPPORTS: Acquisition; Amphitheaters; Archery/Shooting Ranges; Ballfields/Ball Sports (surface upgrades and rehabilitation, lighting, running tracks); Beach/Harbor/Marina (boathouses, beaches piers/pavilions, boat launches); Dog Parks; Equestrian; Fishing/Boardwalk; Golf Courses; Ice Rinks; Infrastructure (parking areas, electrical, roads, ADA accessibility, shelters, water treatment, waste management); Lodging/Camping (cabins, campgrounds); Parks/Trails Development/Renovation (park development, trail resurfacing, bridge construction, multi-use paths, fitness stations); Planning (State Comprehensive Outdoor Recreation Plans (SCORPs) and Master Plans); Playgrounds (including ADA accessibility); Pool/Aquatic Centers; Restrooms/Bathhouses; Skate Parks; Splash Pads; Tennis Courts (including pickleball); Visitors Centers
DESCRIPTION: Stateside grants provides matching funds to states and local governments for the acquisition and development of public outdoor recreation areas and facilities. Stateside grants have provided billions of dollars in grants for *community-scale* projects, including development of recreation facilities (e.g. parks, trails, bike paths, ball fields, recreation centers, pools and bathhouses, cultural interpretation sites, and other areas) as well as analytical studies on recreation potentials, needs, opportunities and policies. Importantly, state grants are 50/50 matching grants, meaning that states supply 50% of the project cost, leveraging dollars raised from offshore oil and gas royalties to meet community needs.
GRANT SIZE/MATCHING: Ranging from $8,000 to $4,400,000 in FY2019, Federal government will supply up to 50% of the project cost, and state project sponsor bears the remaining cost. The remaining split between local governments and state agencies depends by state.
ELIGIBILITY: Generally counties, incorporated municipalities, and federally recognized tribes.

Ski Conservation Fund and Forest Stewardship Fund (USFS Invitation Only)
[**WEBSITE**](WEBSITE)
CLASSIFICATION: Grants for trail maintenance, stewardship engagement, work crews
SUPPORTS: Trail Maintenance, bridge and crossing construction or repair, installation of trail drainage structures; Engaging youth, volunteers, underserved or under-engaged populations in hands-on stewardship activities; Employing youth and/or veterans crews to implement on-the -ground conservation, stewardship and/or restoration work.
DESCRIPTION: The National Forest Foundation [Ski Conservation FundTM (SCF) and Forest Stewardship Fund (FSF)](link) provide funding for action-oriented on-the-ground or citizen-based monitoring projects that improve forest health and outdoor experiences on National Forests and Grasslands. Award funds come from guest contributions at ski areas and lodges operating on or adjacent to National Forest System lands, with added National Forest Foundation federal funds for SCF.
GRANT SIZE/MATCHING: 1:1 nonfederal cash match
ELIGIBILITY: The grant application process for Ski Conservation Funds and Forest Stewardship Funds varies based on location and funding source. With one exception, grants are invitation-only and projects to be funded are determined based on local Forest Service priorities. 501(c)3 nonprofits, universities, state and local government entities, and federally recognized Native American tribes are eligible to receive

SCF and FSF grants. If an organization does not meet this eligibility requirement, it must utilize an eligible fiscal sponsor, in compliance with the NFF Policy on Fiscal Sponsorship.

Community assets	Natural Assets	Institutional Assets
Armory Field	Buck Spring Park	Haliwa Saponi Tribe
Buck Springs Park	Fishing Creek	Lake Gaston Chamber of Commerce*
Farm tours	Heritage Tobacco Trail	Town of Norlina
Fishing Creek	Kerr Lake State Recreation Area	Town of Warrenton*
Haliwa Saponi Tribe	Lake Gaston	Vance-Granville Community College*
Hayley Haywood Park	Medoc Mountain State Park (Halifax)	Warren County Economic Development Commission*
Kerr Lake (Kimball Point)	Roanoke Canal Trail	Warren County Public Schools
Lake Gaston	State Game Land	
Medoc Mountain State Park		
Pickleball		
Recreation Complex		
State Game Land		
Volleyball Court Outdoor		

Human Resource Assets
Farmers Market
NC State Cooperative Extension
Ride de Vine
Springfest (TBD Eastern Bluebird Fest)
Warren County Parks & Recreation

Economic Drivers

Breweries/Distilleries *(Bragging Rooster, Mill Hill)*

Fishing

Hunting

I-85

Kerr Lake

Kerr-Tar Council of Governments

Lake Gaston

Lake Gaston Regional Chamber of Commerce

Local Outdoor Outfitters *(Lake Gaston Outfitters, Bill's Marine, Overby Marine, AF Wake, Lake Gaston Jet Ski, Lake Country Marine, Poplar Pointe Marine, South Pointe Marina, Eaton Ferry Marina, Buchanon's Store)*

Pickleball

Restaurants *(Waters View Restaurant, The Pointe Restaurant, Lake Gaston Pizza)*

Ride de Vine (warrenton)

Vance-Granville Community College Small Business Center

Warrenton Downtown Development Association

SWOT

Strengths - Internal	Weaknesses - Internal
Agri-business - Farm Tours	ADA Canoe Kayak Launch Access
ATV/off-road vehicle activity	Adding 6-8 outdoor tennis/pickleball courts in one location
Birding	Additional kayak access/opportunities in different parts of County including equipment access
Bragging Rooster	ATV trails
Calm Community (Small Town feel / retreat from rat race)	Biking - Mountain
Camping	Biking - Road & Leisure (no lanes on roads)
Canoeing/Kayaking	Birdwatching/Nature viewing
Disc Golf	Canoeing/kayaking
Fishing	Current facilities are too small to generate economic impact
Harvest Market	Demand for greenway trails
Hiking/walking	Development of trails-walking and biking
Horseback riding/equestrian	disc golf course development
Hunting	Formal inventory of all assets in County with public access,
Motorized boating	Funding/Resources
Road and leisure bicycling	Horseback/Equestrian
Spring Fest	Improvements to existing outdoor recreation courts as well as
Warrenton Downtown Revitalization Association	Lack of critical mass for mountain bike trails (Medoc & Buck Spring)
Water sports (wakeboarding, water-skiing, etc.)	Lack of public access on Lake Gaston
Winery - Seven Springs	Lodging
Buck Spring Park	Marketing
Kerr Lake (Kimball Point)	Need more trails
Lake Gaston	Public equestrian facility
Medoc Mountain (Halifax)	Signage/exposure to existing assets
	Trails not close to town(s)

SWOT

Opportunities - External	Threats - External
Existing local facilities must be expanded and new ones created	Funding
More opportunities to get outdoors and higher visibility for current opportunities to do so.	Lake Gaston limitions (access) set by Dominion Energy & US Army Corp of Engineers
Overall infrastructure improvements (septic/sewer, road improvements)	Competing interests between motorized & non-motorized activity on Lake Gaston
Public access to the lakes	
Marketing & Partnerships	
Apprenticeship Programs	
Astronomy - Star gazing (Dark Sky)	
Progressivley Preserve	
Public buy-in	
Community College partnership	
Entrepreneur Camp	
Cooperative Extension Cultural/Historical Resources Map	
Farmers Market Expansion - Walking Trails	
Guide Services	
Historic Walking Tours/Trails	
Light manufacturing	
Mutlimodal Path Feasibility Study	
Public Schools property for trail & pump track potential	
Mounted archery group	
Rail trail potential	
Retail	
Restaurants	
Triangle Off-Road Cyclists (TORC)	
Youth participation/engagement (National Interscholastic Cycling Association NICA)	

Unique Identifier
Access to Kerr Lake & Gaston Lake recreation
Arts community
Buck Spring Spark - cultural & historic
Ed Fitt's contributions
Friendly people
Green spaces
Haliwa-Saponi Tribe
Historic homes and buildings
Historical town
History
History and "small town charm" of Warrenton & Littleton
History of the area
History of Warren County & Warrenton
Lake Gaston
Lakes span two states
Littleton-Lake Gaston Festival
Nathanial Macon/Macon's Grave
One complex including outdoor pool, basketball court, and trail / Lake, recreation complex that can be connected to the three main towns with development of sidewalks, biking paths
Retirement community/melting pot
Rural and agrarian community

Warren County/Warrenton
CORE Primary Planning Group Questionnaire Results
3/31/23

Primary Topics to Address During Strategic Planning Process

Topic	Percentage
Increasing Tourism and Hospitality	100%
Outdoor Recreation Infrastructure…	95%
Quality of Life Improvements for Residents	91%
Small Business Development	73%
Encouraging Potential for Outdoor Recreation…	50%
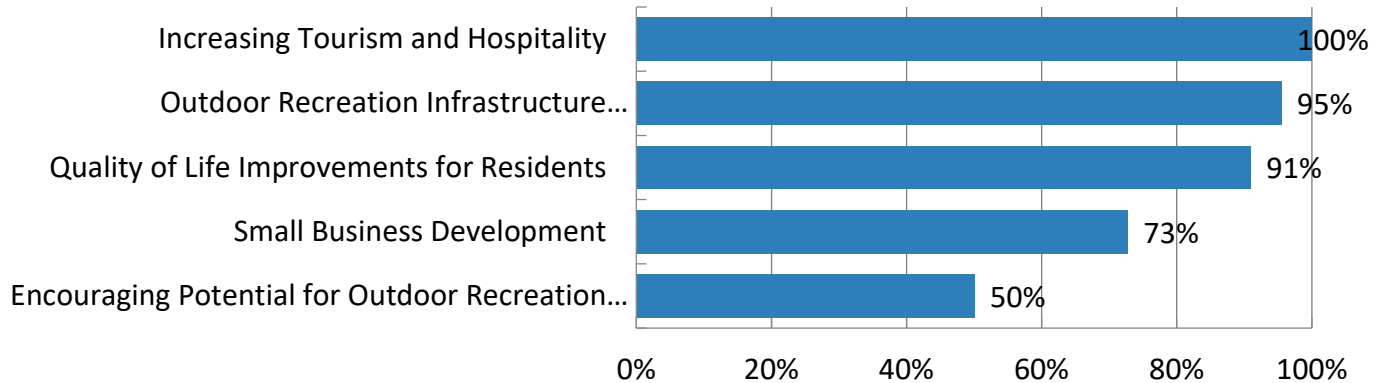
2) What are the most significant outdoor recreation assets (parks, trails, bodies of water, other) in your community.

Buck Spring Park
- Hiking
- Mountain biking

Farmers Market

Farms
- Farm tours

Fishing Creek

High Bridge Trail
- Cycling

Kerr Lake

Lake Gaston
- Power boating

Medoc Mountain State Park

Roanoke Canal Trail

State Game Land
- Hiking
- Mountain biking

Tobacco Heritage Trail
- Cycling

Warren County Recreation Complex
Magnolia Ernest Recreation Complex
Armory Field

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

Motorized Boating	100%
Fishing	100%
Hunting	83%
Canoeing/Kayaking	67%
Hiking/Walking	50%
Road Cycling and Leisure	50%
Camping (RV/Tent/Etc.)	50%
Horseback Riding	33%
ATV/Off Road Vehicle	33%
Mountain Biking	0%
Birdwatching/Nature Viewing	0%
Disc Golf	0%
Other	33%

      a. Water sports (wakeboarding, water skiing, waker surfing, etc.)
      b. Pickleball, tennis, outdoor pool

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

Birdwatching/Nature viewing	83%
Hiking/ Walking	50%
Road Cycling and Leisure	50%
Mountain Biking	50%
Disc Golf	33%
Canoeing/Kayaking	17%
Horseback Riding/Equestrian	17%
Other	17%

      a. Gravel biking

Camping	0%
Motorized Biking	0%
Fishing	0%
Hunting	0%
ATV/Off Road Vehicle	0%

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?
A. Engaging with the lake, in whatever capacity - be it on a SUP, in a kayak or canoe, or in a motorboat.
B. Water sports, cycling, fishing
C. Mountain biking - Research shows MTB generates the highest economic impact for a community. Ex: [SORBA Report](#)
D. Lake activities (fishing, camping, boating)
E. Hunting, Fishing, Walking
F. Outdoor Recreation Tournaments, Kayaking, Horseback Riding, Disc Golf

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?
A. Better and additional public lake access on Lake Gaston, more trails (e.g. rails to trails type projects)
B. Public access to Lake Gaston, lodging
C. There are MTB trails at Medoc Mtn SP (Halifax County) and Buck Spring Park, but both trail systems lack critical mass to draw riders and are not located near enough to a town to generate economic impact. There is demand, but no greenway paths to offer safe road cycling. The abandoned Gaston-Raleigh railroad and Warrenton railroad are perfect opportunities to bring road (or gravel) cyclists to the county.
D. Marketing
E. Formal inventory of all assets in County with public access, ADA Canoe Kayak Launch Access, additional kayak access/opportunities in different parts of County including equipment access, signage/exposure to existing assets, development of trails-walking and biking, improvements to existing outdoor recreation courts as well as adding amenities to those courts, public equestrian facility, adding 6-8 outdoor tennis/pickleball courts in one location, ATV trails, disc golf course development.

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	Important	Most Important
Increasing revenue for existing businesses	0%	17%	33%	50%
Attracting new business or industry	0%	0%	33%	**67%**
Encouraging local entrepreneurship around outdoor recreation-related businesses	0%	0%	50%	50%
Workforce development to prepare individuals to in outdoor recreation	0%	0%	**83%**	17%
Greater quality of life and amenities for residents	0%	33%	17%	50%
Increased traditional overnight lodging options	0%	50%	0%	50%
Increased non-traditional overnight lodging options (AirBnB;Campgrounds)	0%	50%	33%	17%

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. History of area, lakes, proudly rural & agrarian community.
   B. Haliwa-Saponi tribe, local lakes being in two states, Littleton-Lake Gaston festival, Ed Fitts's contributions, arts community, retirement community/melting pot
   C. Lots of history and 'small town charm' in towns of Warrenton & Littleton; Lake Gaston; Nathanial Macon/Macon's Grave/Buck Spring Park - cultural & historic
   D. Access to Kerr and Gaston Lake recreation, history of Warren County and Warrenton, historic homes, and buildings
   E. Green Spaces. Historical Town. Friendly People.
   F. Outdoor pool, tennis court, basketball court, and trail all in one complex(potential for water access), lake, recreation complex that can be connected to the three main towns with development of sidewalks/biking baths, history

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. More opportunities to get outdoors and higher visibility for current opportunities to do so.
B. Public access to the lakes, overall infrastructure improvements (sept/sewer, road improvements)
C. Existing local facilities must be expanded and new ones created. Current facilities are too small to generate economic impact. Existing facilities attract residents looking for a 'distraction', even local residents travel to other counties or states to enjoy a full outdoor experiences like hiking, cycling, gravel riding, mountain biking, or kayaking (and spend their $ there). $28B is spent in NC annually on outdoor rec - little or none in Warren County:
https://edpnc.com/industries/orec/
D. Marketing. Government endorsement and involvement.
E. ADA Canoe Kayak Launch, signage to make access identifiable as well as market, educational opportunities both passive and active to promote use of assists, development of workforce in outdoor recreation

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. Kerr Lake, Lake Gaston, Game Lands, Lakeland Cultural Arts Center, Cherry Hill, antebellum historical sites.
B. Lake Gaston, Kerr Lake, Lakeland Cultural Arts Center, Historic sites (Warren and neighboring counties), Bigfoot Museum
C. Lake Gaston, LCAC
D. Lakes, local restaurants, historic sites
E. Multiple Historical locations throughout such as historical houses, and museums, Whistlestop in Norlina across from historical railcar, lake Gaston, July 4 event, Cantaloupe Festival in Ridgeway, etc.

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

A. Historical touring, lake activities
B. Water sports, fishing
C. Lake Gaston, LCAC
D. Kerr Lake and Gaston Lake
E. Being outside of the rat race. Relaxation.
F. Lake Gaston and Historical Houses in Warrenton

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

A. Not a lot of infrastructure, not a lot of destinations tailored for "general tourism"
B. Accessibility and lodging
C. Infrastructure, dining
D. Access to the lakes for those without transportation, up-keep of parks around the lakes
E. Lack of amenities.... need enough things to do within a weekend to make tourists feel like the trip is worth it. Nighttime options not related to drinking.
F. Lack of hotel and adequate signage

13. Do you believe that tourism is an important part of the community's economy? (Select one option)
YES – 83%
NO – 0%
Not Sure – 17%

14. Is tourism generally viewed favorably within the community? In the question below please describe why or why not?

YES – 83%
NO – 0%
Not Sure – 17%

15. As a follow up to the question above, please describe why tourism is or is not viewed favorably within the community.
   a. Tourism stimulates an otherwise rural, socioeconomically insecure region
   b. Lake Gaston is the economic driver for the region, but only for a few weeks of the year. Additional tourism drivers are required to create growth and business sustainability
   c. Helps the economy, others come to community and expend funds/ helps the economy
   d. We need an influx of capital to support what we want.
   e. The growth of local business and strategic planning steps of Warren County demonstrate that

16. Should your community leaders take active steps to increase tourism within your community? In the question below please describe why or why not?
YES – 100%
NO – 0%
Not Sure – 0%

17. As a follow-up to the question above, please describe why community leaders should or should not actively try to increase tourism.
A. Tourism leads to increased spending, which can lead to many quality of life enhancements for residents if handled properly. (i.e. residents aren't priced out of their own neighborhoods)
B. tourism dollars can help lift a financial tax burden on local residents in an overall socioeconomic insecure region.
C. Warren county population is forecast to continue to decrease. Rather than focus on the next business to locate in the county that may bring a few jobs, historically temporary at best, recreational tourism is a forever economic impacter for generations, fostering small business growth and new businesses organically

D. Yes they should increase the marketing of what Warren County has to offer. Warren is not that far from Raleigh/Durham. Others should be curious about what we have to offer in small town/rural area

E. Capital.

F. To have positive increase in tourism it should be strategically planned and developed by community leaders

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

YES – 100%

NO – 0%

Not Sure – 0%

19. Based on your response above, why do you feel your community is or is not an attractive, welcoming, and desirable place for visitors?

A. Beautiful countryside, two lakes, and lots of history; and only an hour from Raleigh and Durham so a great weekend getaway destination.

B. history, the charm of small towns, the lakes

C. Towns of Warrenton & Littleton have small town charm and while not a destination by themselves, would support a recreational tourism destination well

D. Town is quaint, can walk downtown, small businesses, farmers market, lake access not that far

F. Friendly, Mayberry type place away from the rat race.

E. Beautiful rural setting with so much potential with outdoor recreation

20. What type of improvements could help increase tourism within your community? (select all that apply):

1. More local attractions	100%
2. Improvements to existing attractions	83%
3. Increased promotion & marketing of existing attractions	83%
4. Dedicated staff/personnel to advocate for tourism-based opportunities	83%
5. More traditional hotels or lodging	67%
6. Downtown Revitalization/Improvements	67%
7. More AirBnb/Short term rental options	33%
8. Other (please specify)	17%

    a. Multi modal path connecting the towns, S line connection in Norlina

21. 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. Lake Gaston Outfitters, Bill's Marine, Overby Marine, Lake Life Clothing, AF Wake

B. Lake Gaston Outfitters, Adam Fields, Wake Surf NC, Doozie Boat Lifts, Lake Gaston Jet Ski, Lake Country Marine, Poplar Pointe Marine, South Pointe Marina, Eaton Ferry Marina, Stonehouse Timber Lodge, Lake Gaston Summer Rentals, Blues Brothers Guide Service, Sand Dollar Seaplanes, Chockoyotte Country Club, Tanglewood Shores Association

C. Lake Gaston Outfitters (retail & rental) kayaks, paddleboards, bikes, gear, meetup events

D. Lake Gaston outfitters, Buchanan's store, Marina's

E. Lake Gaston Outfitters. Adam Fields' business.

F. Lake Gaston Outfitters

22. 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. WatersView Restaurant, The Pointe Restaurant, Jenny Cakes @ the Lake, Stone House Timber Lodge, Lake Gaston Pizza, Lake Gaston Pizza, etc.

B. property management companies, Air B & B hosts, WatersView Restaurant, Shady Shack, Bragging Rooster, Lake Gaston Coffee, Lake Gaston Outfitters, The Pointe at Lake Gaston, Lake Gaston Jet Ski, Lake Country Marine, Adam Fields Wakeboarding School

C. Jenny cakes at the lake, Lake Gaston coffee, WatersView, the pointe, blue jay bistro, Daphnes, Drip, Locorum, bragging rooster, mill hill

D. Breweries, Distilleries, Ivy, Dollar General's, Food Lion

E. All of that is in place to some extent.

<mark>23</mark>. Are there any additional 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. Bike shop, tackle and outdoor supply shop, guide service, equipment rental; all the above.
B. Tackle shops/outdoorsmen (hunting and fishing related)
C. The businesses are here. The tourists are only here 12 weeks/year.
D. Lake Gaston Outfitters, Buchanan's store,
E. For something to be successful here, it would need to not be too specific. A combined business offering all the examples you provide could work.
F. Recreation Department and local businesses to offer guided services/events as well as equipment rentals as local businesses to sale equipment

24. Are the business assistance resources available in your community adequate to support the needs of existing businesses and prospective entrepreneurs?
YES – 33%
NO – 50%
Not Sure – 17%

25. If yes, what business assistance resources are available?
A. Kerr-Tar Regional, Small Business Centers and Associations through local community colleges, Lake Gaston Regional Chamber of Commerce.
B. VGCC Small Business Center

26. If not, what could be done to improve the resources and support available for existing businesses and prospective entrepreneurs?
A. Access to capital, staff capacity to assist current and potential entrepreneurs in accessing existing small business support (from local community colleges, etc.), workforce development.
B. Due to the imbalance of in-season vs off-season, viable business models are challenging. Brokering LOC's to get businesses through the winter, or developing recreation tourism to draw people here in the off-season would be beneficial
C. Robust Chamber of Commerce or business association.

27. Is improving quality of life for residents an economic development strategy within your community?
YES – 83%
NO – 17%
Not Sure – 0%

28. Is it common for individuals in your community to participate in outdoor recreation activities to improve their health?
YES – 83%
NO – 0%
Not Sure – 17%

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

30. Do you feel that all members of your community have easy access to places where they can participate in outdoor recreation?
YES – 0%
NO – 100%
Not Sure – 0%

31. If 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. Improving the existing park and common spaces, creating more public access points on Lake Gaston. Integrate outdoor recreation opportunities and training in public ed, and elder housing facilities when possible
B. working with leaders within Dominion Energy to ensure accessibility to Lake Gaston for the public in all five counties Lake Gaston touches.
C. There are no local assets with critical mass. Out-of-town tourists don't come here (except lake Gaston 12 weeks/yr.), and residents travel to other counties and states for outdoor recreation due to the lack of assets here. This region needs a park/forest with 25+mi of mountain bike trail, 20+mi of hiking trail to become a destination. The closer it is located to a town and an interstate, the more successful it will be.

D. Public transportation- those in rural pockets of the community who don't have transportation

E. Poverty

F. Indicated previously items that could be done to improve access. In addition, transportation, or pathway development to increase access. Yes-need ADA access as well as more access points throughout the County as well as rental or free loaner equipment to ensure equity

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

YES – 17%

NO – 50%

Not Sure – 33%

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

A. relationship building between business owners and schools/youth programs, accessibility

B. Ex: NICA has openly stated the MTB trails at Medoc Mtn are not conducive to a league event. We would love to develop NICA in Warren County, but there are no assets to support it. This is an amazing program for middle & high school students - more: https://www.northcarolinamtb.org/

C. Development of organized youth programs by qualified staff (need workforce development)

34. What organization or business do you represent?

A. Warren County Community and Economic Development

B. Lake Gaston Regional Chamber of Commerce

C. Lake Gaston Outfitters

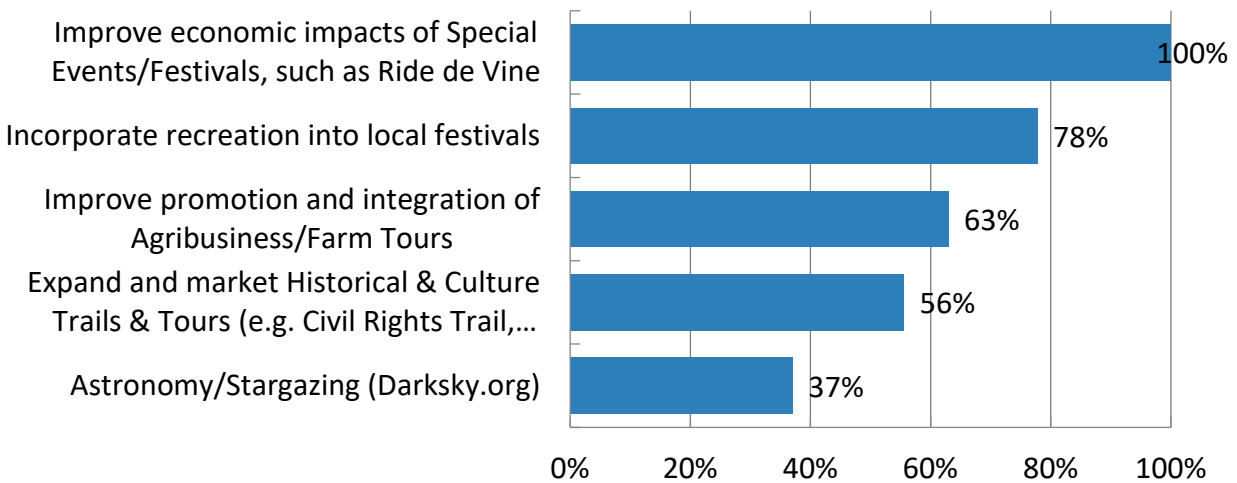D. Vance-Granville Community College

E. Town of Warrenton

F. Warren County Parks and Recreation

CORE Workgroup Priorities Survey
July 7, 2023

Number of respondents: 6

1) **Please rank the following within the TOURISM & HOSPITALITY areas of growth with 1 being the highest priority and 6 being the lowest priority.**

Category	Percentage
Improve economic impacts of Special Events/Festivals, such as Ride de Vine	100%
Incorporate recreation into local festivals	78%
Improve promotion and integration of Agribusiness/Farm Tours	63%
Expand and market Historical & Culture Trails & Tours (e.g. Civil Rights Trail,…)	56%
Astronomy/Stargazing (Darksky.org)	37%

- Need to look at how to better track metrics around impact of tourism
- Quantify current tourism impact ($$) and visitor origin to be able to attract hotel(s) on I-85 exit
- Infrastructure challenges for long term stays. great for day trips
- Warren is still rich in Agriculture. People will come to visit farms & stay on the farms if option
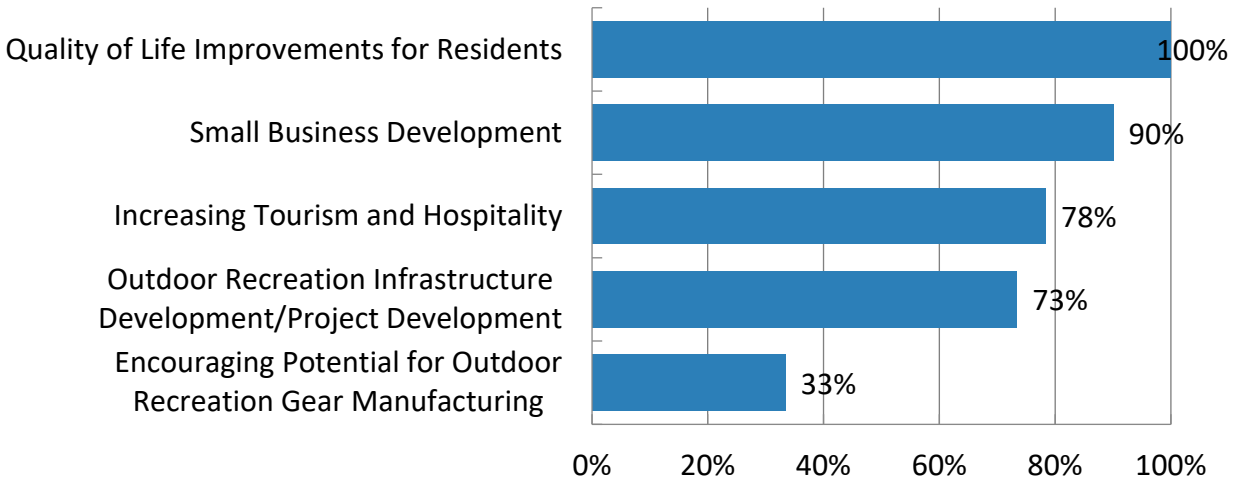
Please rank the following the OUTDOOR RECREATION INFRASTRUCTURE areas of growth with 1 being the highest priority and 10 being the lowest priority.

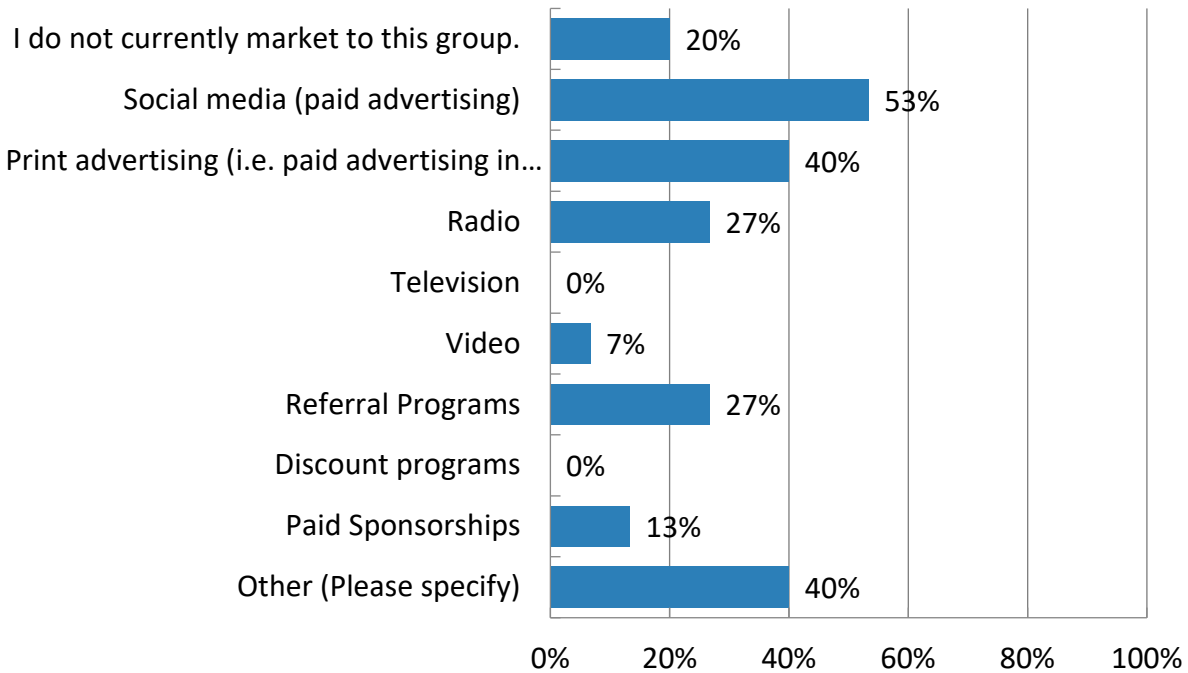| Category	Percentage
Mountain Biking trails - Expand existing…	100%
Greenway - Develop system with…	98%
Natural Hiking trails - Expand existing and…	83%
Pickleball - Increase number of public…	69%
Lake Gaston - increase number of public…	69%
Road Biking - Increase and improve routes	67%
Kayaks/Paddle boarding - improve…	52%
Equestrian opportunities - public…	38%
Disc Golf - explore potential for growth…	33%
Birding - increase public accesses	25%
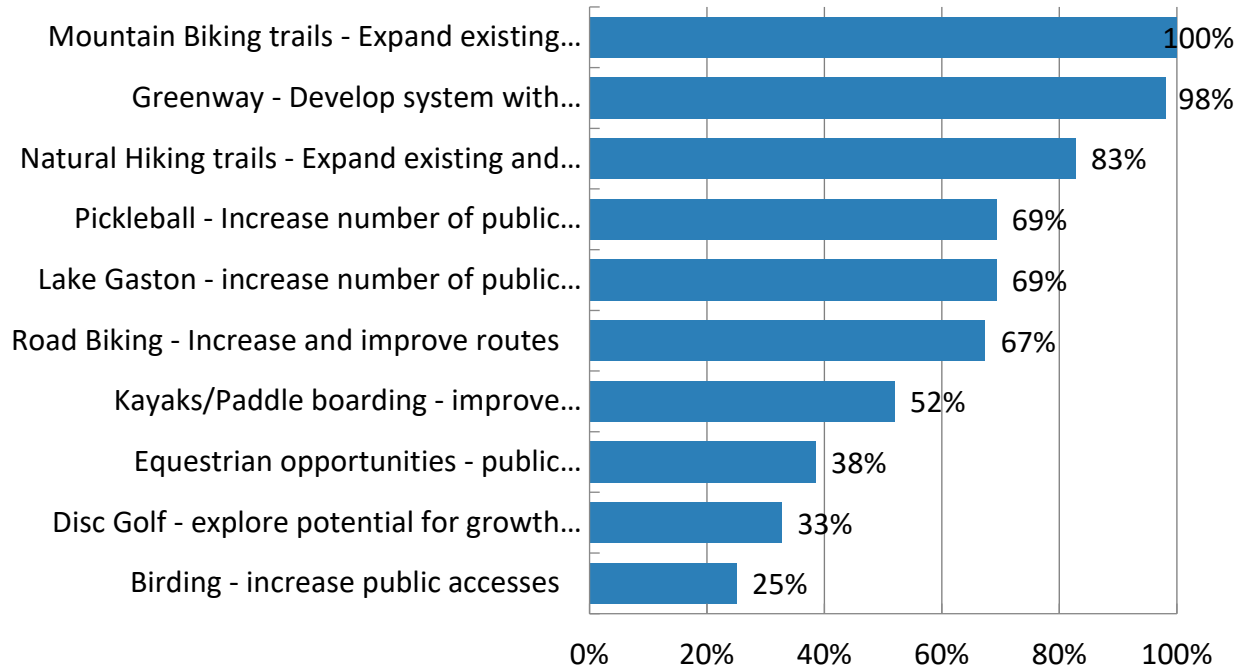
Warren County/Warrenton
CORE Outdoor Recreation Business/Stakeholder Questionnaire Results
09/29/23

1) **How would you rank the following focus areas in order of importance to Warren County's community and economic developing strategy regarding outdoor recreation? (1 is most important, and 5 is least important)**
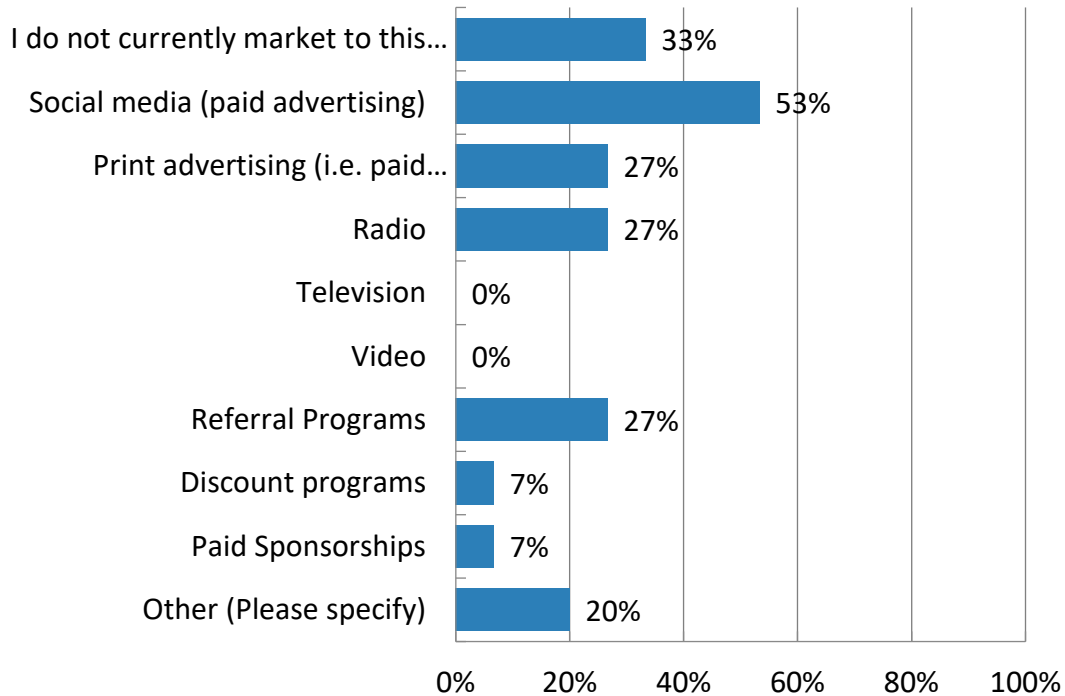
Quality of Life Improvements for Residents — 100%
Small Business Development — 90%
Increasing Tourism and Hospitality — 78%
Outdoor Recreation Infrastructure Development/Project Development — 73%
Encouraging Potential for Outdoor Recreation Gear Manufacturing — 33%

2) **How do you currently market your business/organization to people that live in Warren County that participate in outdoor recreation activities? Mark all that apply:**

I do not currently market to this group. — 20%
Social media (paid advertising) — 53%
Print advertising (i.e. paid advertising in... — 40%
Radio — 27%
Television — 0%
Video — 7%
Referral Programs — 27%
Discount programs — 0%
Paid Sponsorships — 13%
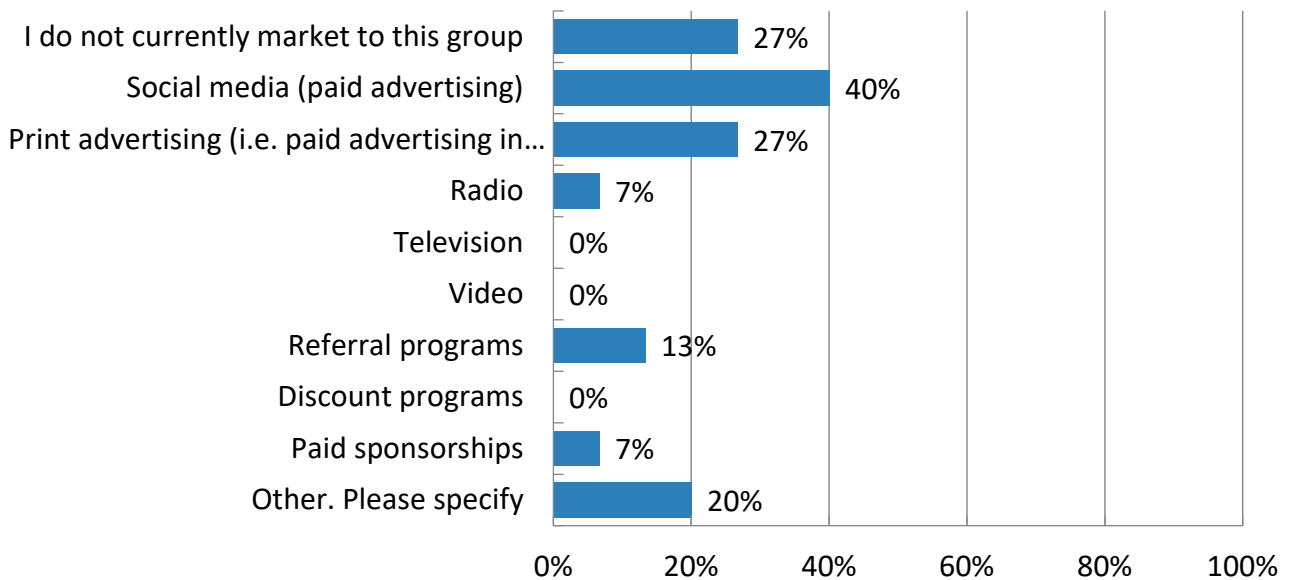Other (Please specify) — 40%

Other: Word of mouth (2); Website (2); Quarterly bulletin; Social media – non-paid (3)

3) How do you currently market your business/organization to people <u>that visit</u> Warren County who participate in outdoor recreation activities? Mark all that apply:

Category	Percentage
I do not currently market to this…	33%
Social media (paid advertising)	53%
Print advertising (i.e. paid…	27%
Radio	27%
Television	0%
Video	0%
Referral Programs	27%
Discount programs	7%
Paid Sponsorships	7%
Other (Please specify)	20%

Other: Word of mouth; Website; Social media – no advertising

4) How do you currently market your business/organization to <u>potential future visitors</u> of Warren County that participate in outdoor recreation activities? Mark all that apply.
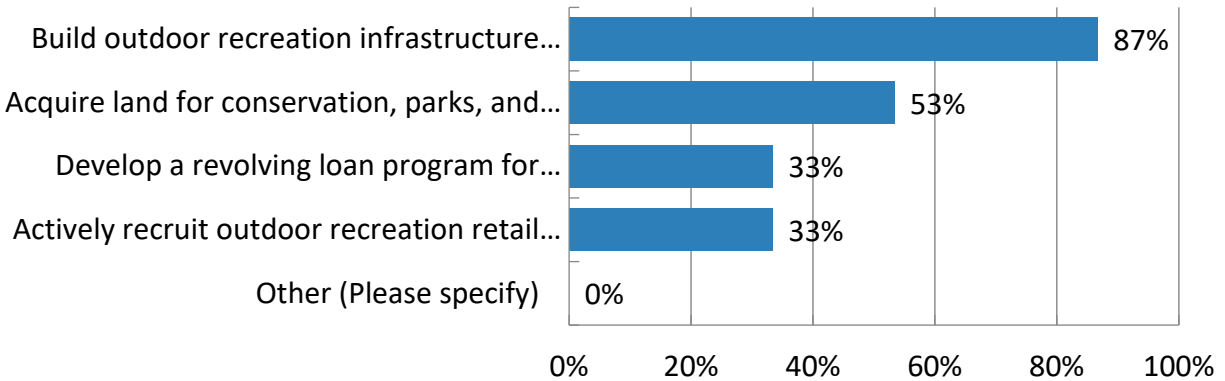
Category	Percentage
I do not currently market to this group	27%
Social media (paid advertising)	40%
Print advertising (i.e. paid advertising in…	27%
Radio	7%
Television	0%
Video	0%
Referral programs	13%
Discount programs	0%
Paid sponsorships	7%
Other. Please specify	20%

Other: Word of mouth; Website (2)

2

5. Do you believe that local government should invest more local funding into building and supporting the outdoor recreation industry?

YES – 73%
IT DEPENDS – 27%
NO – 0%
NOT SURE – 0%

6. If yes, what do you believe local government should invest in?

Category	Percentage
Build outdoor recreation infrastructure…	87%
Acquire land for conservation, parks, and…	53%
Develop a revolving loan program for…	33%
Actively recruit outdoor recreation retail…	33%
Other (Please specify)	0%

(Bar chart x-axis: 0% 20% 40% 60% 80% 100%)

7. What are challenges to Warren County being an overnight destination for visitors?

Lodging – 10
Event Information (ease and accuracy) – 4
Restaurants – 3
Advertising (Events/activities) – 2
Appearance – 1
Broadband – 1
Gathering places – 1
Grocery – 1
Hospitality – 1
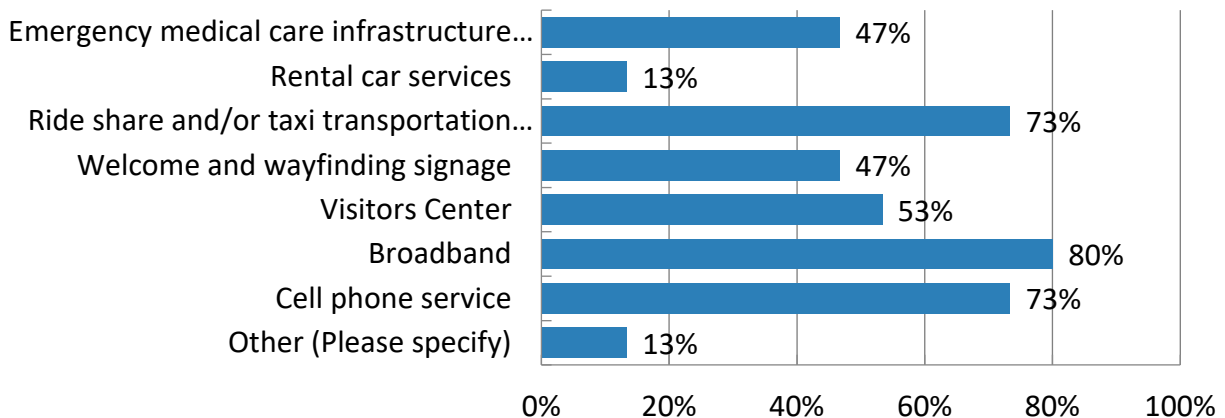*Housing – 1*
Project funding - 1

- Lack of grocery vendor
- Complications for booking for short stays
- Complications in finding information (online only)
- Internet and phone services need help
- Availability of short-term rentals waterfront
- Access to event information: after viewing events on website, which I could only access via a google search, I could not view them via the navigation menu that I am aware of, I noticed Visit Warren County uses Everwondr's event plugin. This plugin pulls events from

many zip codes or a mileage proximity. On your first page of events, I saw a listing for everywhere but Warren County. The Nashville NC listing sticks out, sends folks ...*out of characters*

- Lodging
- Housing
- Hospitality
- Accommodations other than short term rentals
- Lack of hotel/motel rooms with business/conference facilities
- Advertising of local stay options and local maps with points of interest.
- Inadequate lodging
- Restaurants
- Advertisements for local events would help
- Hotel/ motel
- Lack of adequate outdoor communal areas
- Availability of lodging, also lack of restaurants, tourist attractions, etc.
- Funding and commitment to a dedicated project
- The feedback I receive is that although the town of Warrenton is "nice", "cute" "beautiful" on first sight, it loses its appeal due to empty and dirty buildings that are not maintained. Regarding the rest of Warren County, it needs all the outdoor pursuits mentioned and some indoor ones that are not alcohol or food related.
- Limited number of hotels and Bed and Breakfast for lodging.
- Limited number of restaurants.
- Not many overnight rental or motel options

8. What services are needed to improve the visitor experience and improve the economic impact of tourism and outdoor recreation? Select your top 4 choices.

        1) Broadband – 80%
        2) Cell phone service – 73%
        3) Ride share/Taxi – 73%
        4) Visitor Center – 53%

Service	Percentage
Emergency medical care infrastructure…	47%
Rental car services	13%
Ride share and/or taxi transportation…	73%
Welcome and wayfinding signage	47%
Visitors Center	53%
Broadband	80%
Cell phone service	73%
Other (Please specify)	13%

Other: "Many of our visitors are not in activities that require ride-share/transportation and majority are driving, not flying in to visit"; Hotels & 24-hour medical care

9. What amenities and accommodations are needed to improve visitor experience and improve the economic impact of tourism and outdoor recreation? Select your top 4 choices.

1) A more diverse selection of food, retail, and restaurant opportunities – 87%
2) More outdoor gathering spaces – 87%
3) A national brand hotel/motel – 67%
4) Tied
   a. More Airbnb, VRBO, and small business lodging options – 47%
   b. More vibrant downtowns – 47%
   c. More social venues (breweries, coffee shops, etc.) 47%
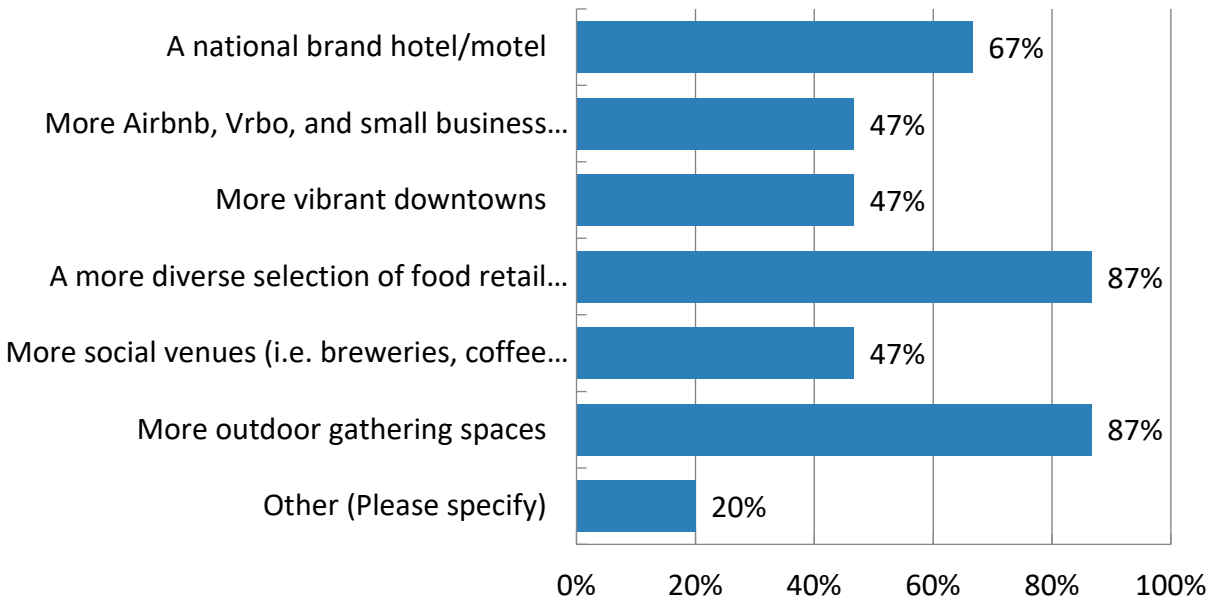
Other: event/concert or gathering venues, will improve quality of life and draw seasonal visitors; Transportation options (Uber, Lift, taxi, etc.); More unique retail stores and coffee meeting places that are open into the evening.

10. What types of attractions are needed to improve visitor experience and improve the economic impact of tourism and outdoor recreation? Select your top 4 choices.

1. Recreational Tourism – 100%
2. Culinary Tourism – 87%
3. Adventure Tourism – 87%
4. Arts & Culture Experiences – 67%

5
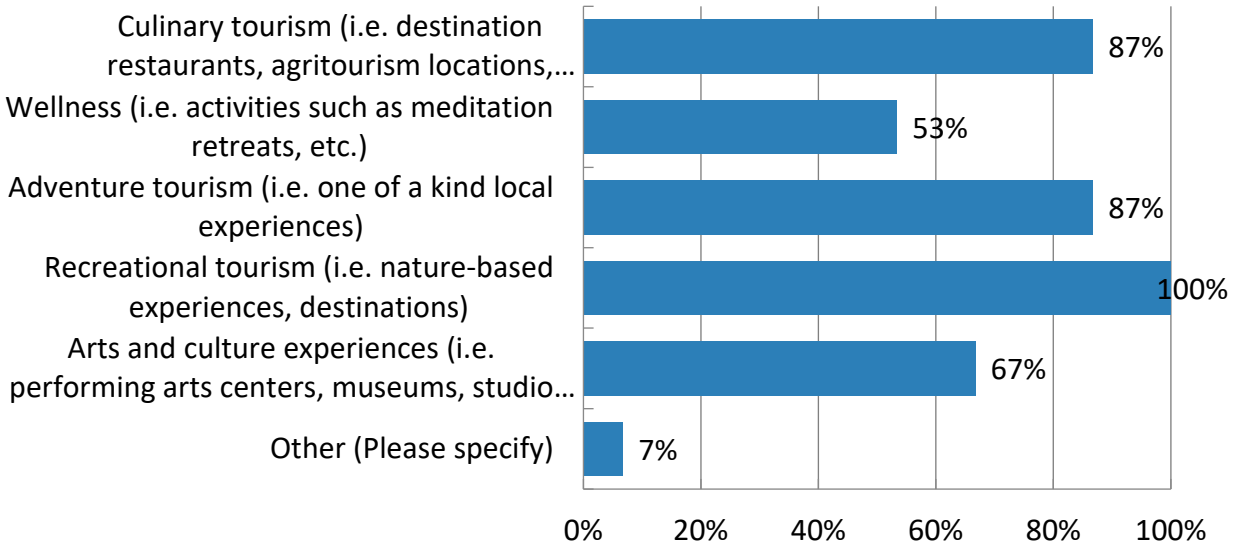
Other: Recreation for kids of all ages indoor and outdoor

11. Currently, what are your biggest challenges to successfully and sustainably manage your business or organization in Warren County? Mark all that apply.
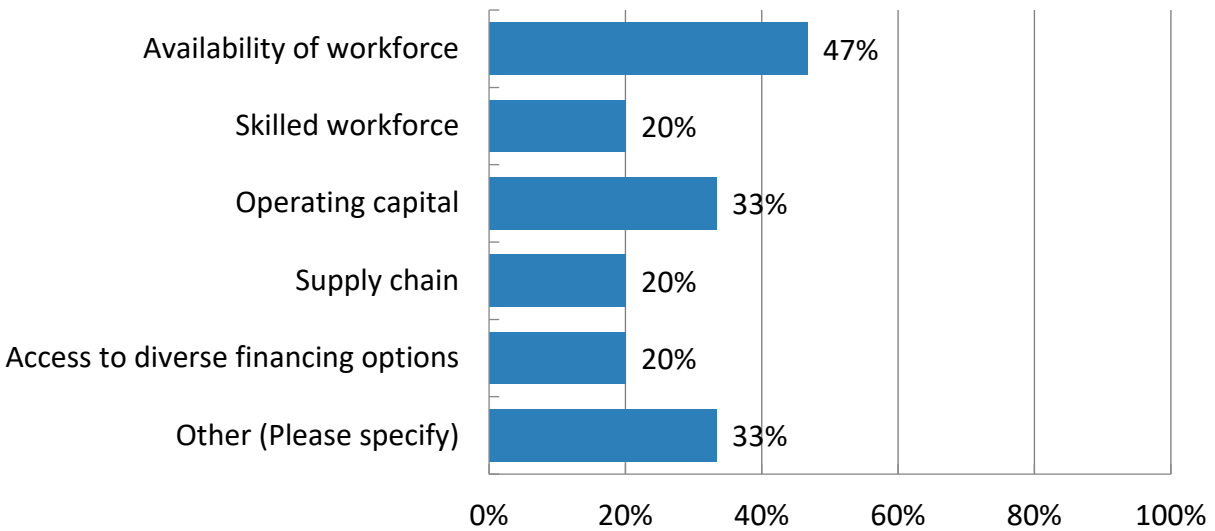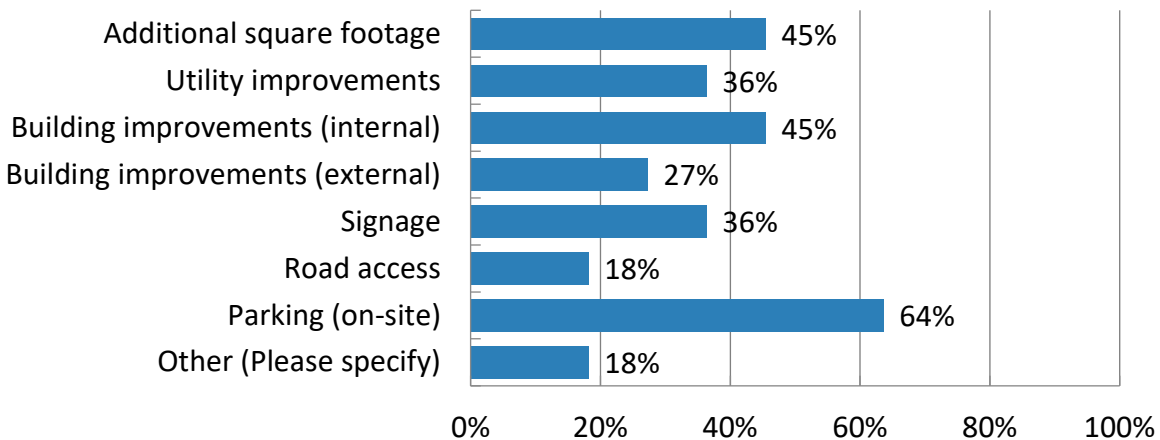

Other: Advertising; Availability of volunteers; Inventory of affordable homes; County demographics; Attracting a workforce of diverse skills

12. Is the current physical space where you operate your business adequate to meet your current and future needs?

> YES – 60%
> NO – 27%
> Not Sure – 13%

13. If not, what improvements are needed regarding the space where you operate your business? Check all that apply.

Category	Percentage
Additional square footage	45%
Utility improvements	36%
Building improvements (internal)	45%
Building improvements (external)	27%
Signage	36%
Road access	18%
Parking (on-site)	64%
Other (Please specify)	18%

Other: Not a business owner

**14. Do you have plans, or would you like to, expand your business?**

> YES – 50%
> NO – 21%
> MAYBE – 14%
> I DON'T KNOW – 14%

**15. If so, what would help you, or what do you need, to be able to achieve these goals?**
- Financing, would like some on sire housing/bath house options for overnight stays
- Not a business owner
- Networking, collaboration, advertising
- Volunteers
- Pave Peete Farm Road and provide internet service
- Access to larger space
- Funding for square footage and building improvements
- I'd like to have a public location one day and expand into retail sales of local reclaimed materials

- More time
- Grant funds
- Revolving small business loan

16. What are your long-term goals for the ownership structure of the company?
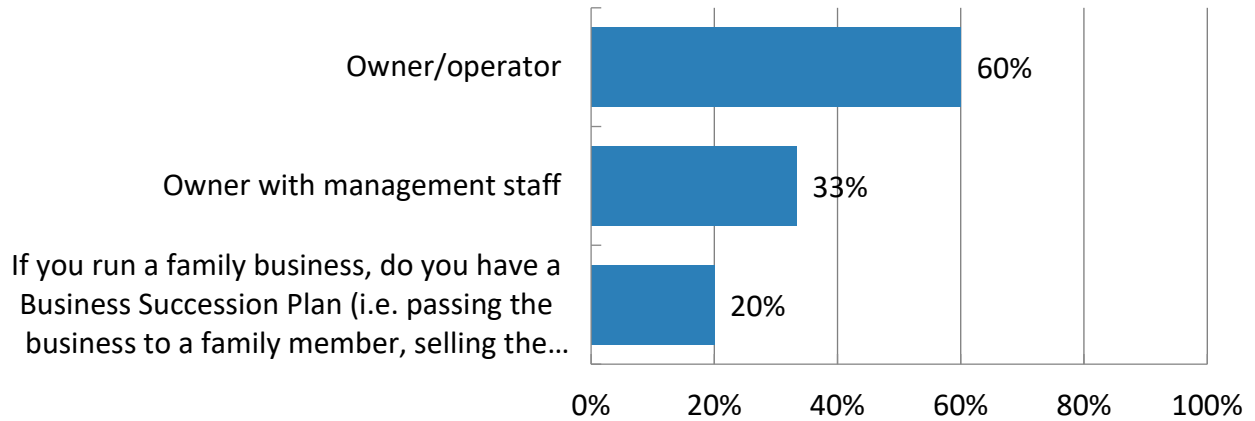
17. Approximately what percentage of goods, services, or other materials do you purchase from Warren County-based companies?
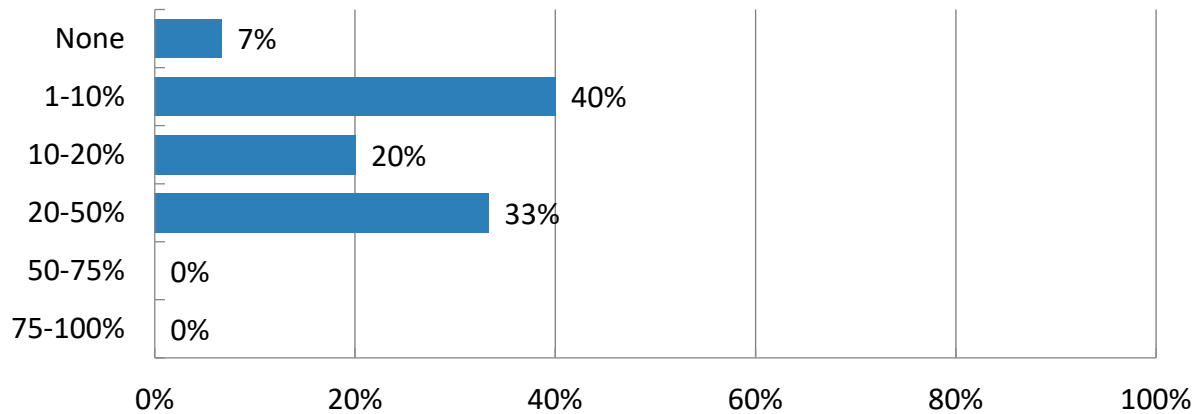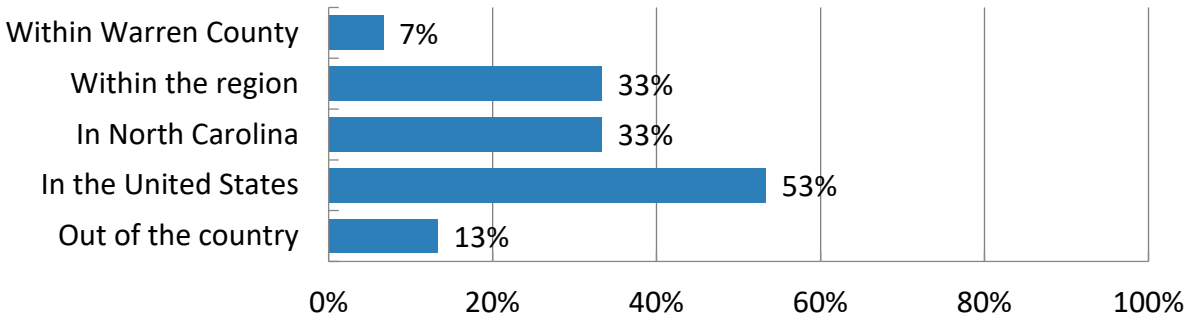

18. What goods, services, or materials are difficult to obtain that would be helpful if you could purchase from a locally based company?

- Hay, groceries, flyers, or printed media
- Building materials
- Website management
- Internet service
- Office supplies
- Most of our raw materials

- Produce, meats, garments, crafts, healthcare products
- Raw Steel and Galvanizer plant
- Seeds
- Good quality fruit and veg that doesn't cost an arm and a leg
- office supplies
- Paper products

19. Are your primary/major suppliers located:

Within Warren County — 7%
Within the region — 33%
In North Carolina — 33%
In the United States — 53%
Out of the country — 13%

(x-axis: 0% 20% 40% 60% 80% 100%)

20. Do you partner with local businesses within Warren County? (For example, co-hosting events, referral programs, shared advertising costs)

Frequently — 33%
Sometimes — 47%
Not at all — 20%

(x-axis: 0% 20% 40% 60% 80% 100%)
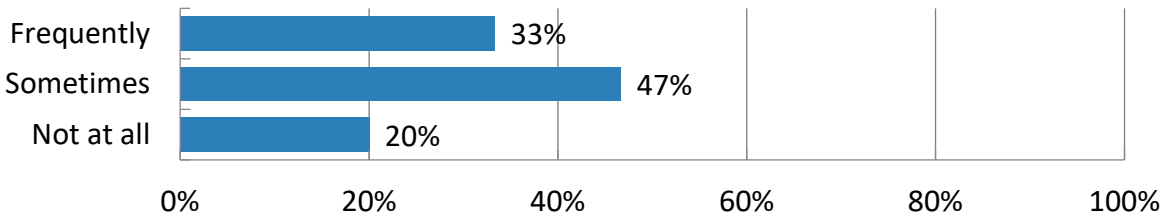
21. What other types of businesses are needed to help support your business/organization?

- Food services, overnight facilities
- Catering, event supply rentals
- Chamber of Commerce
- Restaurants, grocery stores, hotels
- All types of small businesses
- We mostly focus on online sales, but the more business and tourism grows, the more feasible it would be to offer services to our local community as well.
- Farmers, agricultural departments
- Water Sports and dock builders
- Tool repair, plumbing, electrical

- More restaurants, more lodging options
- More farmers
- An open tourist information center with knowledgeable staff, open stores
- Restaurant groups

22. What is your biggest workforce/employee training need?
- Lawn and general farm maintenance
- Affordable manual labor
- Effective Social Media & Website usage
- Office management skills
- Management
- Sales and marketing
- We need employees that come to work every day and on time
- Carpentry
- More local volunteers
- Community College - qualified instructors to teach specific workforce programs
- Extra summer staff

23. Is there a particular skill or training that would benefit current or prospective employees to qualify them to successfully gain employment at your business?

- Dedication
- Strong work ethic
- Insurance knowledge with computer skills
- Logistics
- Small business training, farming
- Responsibilities, time management, drivers' license
- Carpentry
- Future Farmer of America Program
- Variety of skills for teaching trade type classes
- Servsafe food training

24. Have you ever utilized workforce development resources, such as NCWorks, Vance-Granville Community College or the NC Small Business Center, to help fill roles or provide employee training that would benefit your business? Mark all that apply.
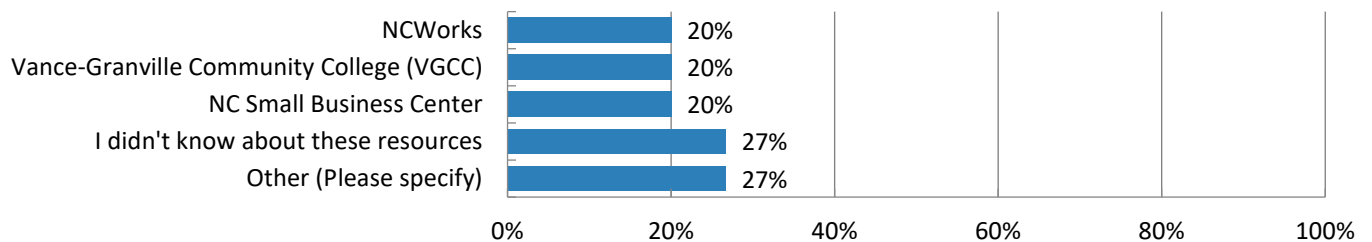
Other: Not needed at this time; N/A; I work for VGCC; Haven't used

25. Have you ever had contact with Warren County Community and Economic Development staff regarding business expansion or retention services?
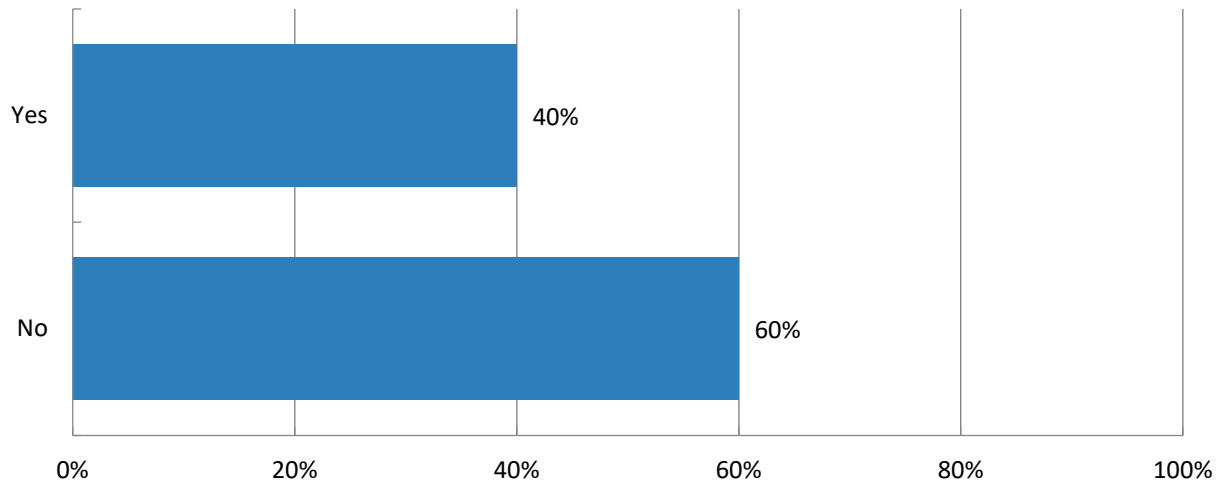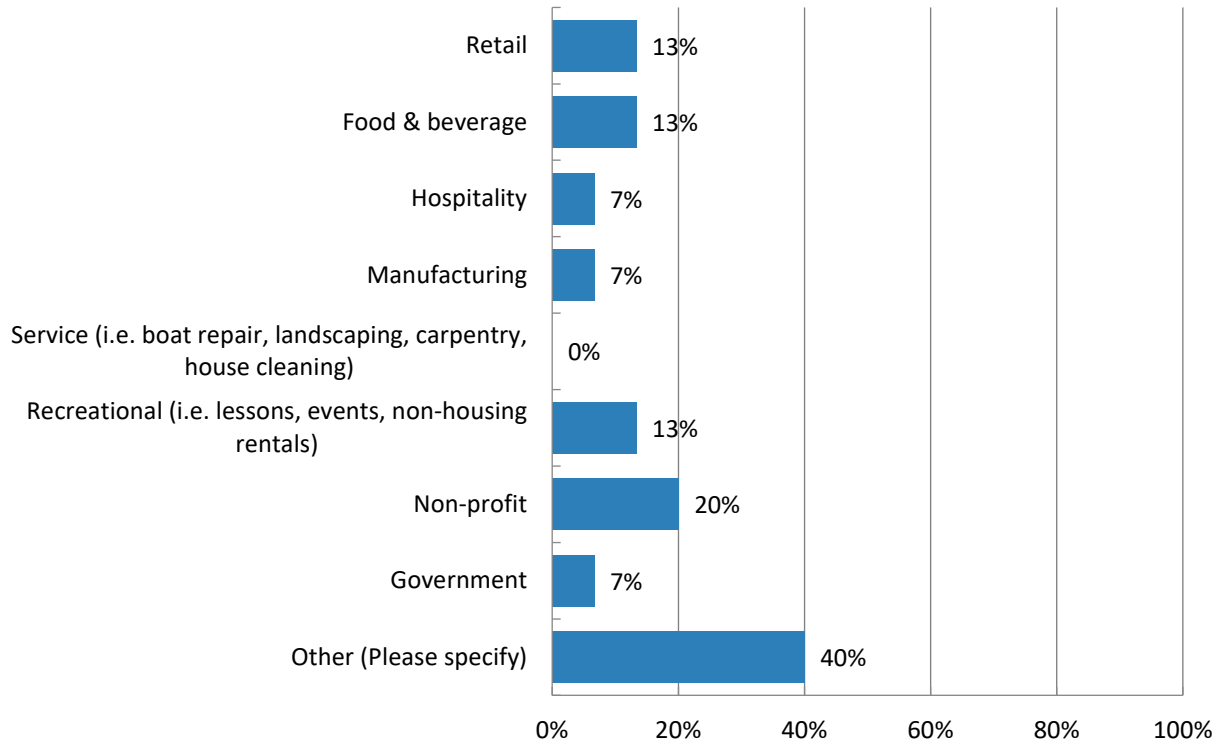

26. If yes, what was it for?

- Building a better platform for tourism and marketing
- Initial consultation
- Marketing
- Grants
- EDC as partner with the college workforce development and business and industry
- Catering to local businesses

27. If no, are you familiar with this organization
- Yes (4)
- Somewhat
- No but possibly some others in our organization are
- I believe they have been to conferences, but I can't think of feedback that would help
- No
- Vaguely

28. What is your industry/business/organization type? Choose one to fit your primary function:

Bar chart showing percentages by industry/business/organization type:
- Retail: 13%
- Food & beverage: 13%
- Hospitality: 7%
- Manufacturing: 7%
- Service (i.e. boat repair, landscaping, carpentry, house cleaning): 0%
- Recreational (i.e. lessons, events, non-housing rentals): 13%
- Non-profit: 20%
- Government: 7%
- Other (Please specify): 40%

Other: Christian ministry; Real estate; Retail insurance; General contracting; agriculture; Community college

30. What is your business or organization name?

1. Rockin' E Ranch
2. Kerr-Tar Regional COG
3. Homestead Farm
4. Lake Gaston Association
5. Terry Keene, eXp Realty, LLC
6. Warren County Farmers Market
7. George Humphries Contracting
8. Ride de Vine
9. Brown Family Farms DBA The Connect Group NC LLC.
10. Vance-Granville Community College
11. Lake Gaston Coffee Company

Would you like to continue partnering with County staff to build out a strategy supporting the Outdoor Recreation industry in Warren County? This may include future discussions, being part of an ongoing team to help implement goals and objectives and being informed and kept up to date. If so, please share your name and contact information:

Full Name	Erin Erickson
Email Address	rockineranch2193@gmail.com
Telephone	(252) 287-6594

Full Name	Marley Spencer
Email Address	mspencer@kerrtarcog.org

Full Name	Steve and Susan Bender
Email Address	Homesteadflowerfarm@yahoo.com
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Full Name	Jeff Zimmer
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Full Name	Patrick Brown
Email Address	info@connectgroupllc.com
Telephone	(252) 820-0449

Full Name	Kyle Burwell
Email Address	burwellk@vgcc.edu
Telephone	(252) 738-3521

Full Name	Jason Shearin
Email Address	Jason@lakegastoncoffee.com
Telephone	(252) 532-5464

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Warren County/Warrenton
Creating Outdoor Recreation Economies (CORE)
Notes as of 3/27/2023
9:30 am – 11:30 am (extended w/group consent)

Attendance: Leanne Patrick, Bonnie Fitz, Dave Blodgett, Mike Coffman, Kyle Burwell, Rose Ponton, Robert Davie; Staff: Bruce Naegelen, David McRae (9)

GENERAL THOUGHTS/COMMENTS
- How to bookend shoulder seasons (countywide)
- Year-round destination to bolster "off-season"
- Public support + Buy-in = enthusiasm
- How to help build a destination?
    - Placemaking

ECONOMIC DRIVERS
Lake Gaston

Kerr Lake
- Lakes will "take care of themselves"
- Obvious and fixed – Only 12-week season
- Local meetups for activities, but occurs outside Warren County (i.e. Halifax…)

Hunting

Fishing

Ride de Vine – bicycling event
- 675 participants in 2022
- 425 (approx.) participants in 2023 due to weather (rain)

ASSETS
Community
Haley Haywood Park
- Disc Golf throughout – *not great*
- Other opportunities?

Kerr Lake -Kimball Point
- Better opportunity (than Lake G) for non-motorized activity

Lake Gaston
- Day use potential site
- Lake Gaston 5 Year Shoreline Management Plan (Dominion Energy -Will Miller)
    - Public Water Access limited *(Unsafe for paddlers)*
    - Kayak rental available, but not great public access areas

Buck Springs Park
- Public Kayak launch

- Bike trails – may be NICA compliant
- Access

Pickleball
- Courts available and under construction

Human Resource

Eastern Bluebird Fest (official name developing)
- Warrenton most bluebirds in NC
- Late Frank Newell advocate to rejuvenate bluebird population
- Rebranding festival
- Could be catalyst for birding/birdwatching

Institutional

Lake Gaston Chamber of Commerce
- serves entire county

Town of Norlina

No Tourism Authority – Occupancy Tax?

Natural

Game lands – opportunity?

https://www.ncleg.gov/enactedlegislation/statutes/pdf/bysection/chapter_143b/gs_143b-135.100.pdf

- 16,000 acres in Warren County

S.W.O.T. Analysis

STRENGTHS

Agri-business/Tourism
- Farm Tours

Calm community
- Small Town Feel
- Retreat from rat race

Disc Golf & Birding

Warrenton Downtown Revitalization Association

Festivals
- Spring Fest
- Harvest Market

Ragged Rooster – walk/run club

Wineries
- Seven Springs

WEAKNESS

Buck Springs lacks critical mass of trail Funding
Funding
Marketing –
- Partnership; collaboration; communication
- Who is the initiator?

No bike lanes (on roads)

OPPORTUNITY

Apprenticeship Program?
Astronomy
- Dark Sky www.darksky.org Professor Daniel B Caton catond.b@appstate.edu
- Star gazing

Buy-in needed from the public
- Engagement – help communication to be involved in the process
- Not change--Improve!
- "Progressively Preserve"

Engage with Community College
- How best to leverage this asset?
- Entrepreneur Camp

Climbing Wall/Bouldering?
- Feasible, but not likely

Cooperative Extension Cultural/Historical Resources Map
- Partner

County land area --- how much owned by state?
Don't spread too thin
- Prioritize strategies

Farmers Market Expansion – Lion's Den
- Walking trails

Guide Service
- Fish, hunt, other?

Historic Walking Tours/Trails
- Civil Rights Trail
- African American History Trail
- Lafayette Tour route
- App? Map?

Light manufacturing
- Land available at I-85 interchanges
- Need buildings
- Site ID Program Report (Golden Leaf)
    - Available soon

Multimodal Path Feasibility Study
- National Park Service (NPS) grant – what's included?

Middle/High School property
- Trail potential?
- Pump track?

Mounted Archery Group

Potential Rail Trail?
- CSX multiple routes
- May have reverted to adjacent property owners SA Line
- Much is dependent on "S Line" project
- Should encourage rail trails, but will be a longer-term process
- What is legal status of Rail r/w

Office space in Downtown Warrenton in high demand
- Need for more?

Retail

Restaurants needed
- Diversity of food options desired

Triangle Off-Road Cyclists (TORC)
- 11 miles of trail @ Medoc Mtn – improvements underway

Youth Participation/Engagement – how to improve?
- National Interscholastic Cycling Association (NICA) league would be great

###

Warren County/Warrenton
Creating Outdoor Recreation Economies (CORE)
Notes as of 4/24/2023
9:30 am – 11:30 am

Attendance: Dave Blodgett, Heidi Blodgett, Mike Coffman, Bonnie Fitz, Leanne Patrick, Rose Ponton, Robert Davie; Staff: Bruce Naegelen, David McRae

REVIEW:
ECONOMIC DRIVERS
- Ride de Vine – bicycling event
    - 3rd year of event – started 2021
    - 675 participants in 2022
    - 425 (approx.) participants in 2023 due to weather (rain)
    - Discussion: How to improve the economic impact of this event? Small business participation?
- Pickleball
    - Is this a priority for the plan? Yes
        - If existing courts are adequate, what improvements can be made?
        - Have had tournaments
        - Indoor courts
        - Hosts Senior Games
        - There is some economic impact
        - Keep track of what is needed regarding existing facilities
    - Magnolia Ernest Recreation Park (Soul City) – some Pickleball courts

ASSETS
Community
Corrected spelling: **Hayley** Haywood Park

Added: Outdoor Volleyball Court (could be considered?) – Demand?

Added: Haliwa Saponi Tribe – Assets and engagement? How could this tie-in?

Contacts:
- Chief Dr. Brucie Ogletree Green Richardson borichardson@haliwa-saponi.org
- Tribal administrator – Jamie Oxendine 252-586-4017 x222 joxendine@haliwa-saponi.com

Human Resource
Clarification: Current Springfest is rebranding as Eastern Bluebird Fest (official name developing)

Add:
- Warren County Parks & Recreation as Human Asset
- NC State Cooperative Extension

Institutional

Added: Previous Outdoor Recreation Planning Process?

- o Part of Warren County Comprehensive Plan
  Downloaded plan and will add to Sharepoint

Natural

Game lands – discussion and review of map generated by David McCrae

----

S.W.O.T. Analysis

STRENGTHS

Correction: ~~Ragged~~ **Bragging** Rooster – hosts a weekly run/walk club

WEAKNESS

No changes

OPPORTUNITY

No changes

THREATS

Added:

- o Funding
- o Limitations set on Lake Gaston by Dominion Energy & US Army Corps of Engineers
    - o Usage
    - o Shoreline
- o Competing interest between motorized & non-motorized activity on Lake Gaston

GROUP QUESTIONAIRE RESULTS – REVIEW & DISCUSSION

- Potential Regional Partnerships?
    - o Who can help us get things done?
- Leverage Warren County as "base camp"
    - o Increased availability for activities within county
    - o Increased opportunities for retail/restaurant "after the ride"
- Current "window of opportunity" to develop outdoor recreation activities
    - o Don't want to fall behind neighboring/regional jurisdictions
    - o Warren County may have fewer financial resources to build/expand facilities

GROUP QUESTIONAIRE RESULTS – REVIEW & DISCUSSION *(continued)*
- 3.3 miles of bike trail at Buck Spring
    - o What improvements? Marketing
    - o Create multiple "reasons" for someone to visit
- Closest Game Land tract to Warrenton is most strategic location – Prioritize
    - o How to engage with Wildlife Resources Commission (WRC)
    - o How to present what uses Warren County/Warrenton would like to see
    - o What user groups could be engaged to assist with "advocacy" process?
        - ▪ Triangle Off-Road Cyclists (TORC) – potential partner.
            - • Could they help advocate?
- How to incorporate recreation into local festivals?
    - o There is a need to provide more "draw" of what/whom?

- How to address two most important benefits from survey:
    - o Workforce
    - o Increasing business
- Kayak kiosk
    - o there are companies that do this
- Need for kiosk rentals
    - o Government or private business
    - o Public/private partnership?
- Discussed Bicycle Kiosks
    - o Bikes more fragile
    - o More direct/constant oversight needed
- Bike Share opportunities
    - o More suited to hard surfaces (road, greenways)
    - o Still a big question of maintenance
    - o Some (unvetted) vendors have reached out to Warren County regarding opportunities
        - ▪ County Parks & Recreation will provide information to Economic Development Office
- Trail Construction & Maintenance
    - o Opportunity
    - o Specification for construction is technical (not just chainsaws and bulldozers)
- Multi-modal Pathway Study – underway
- TORC (Triangle Off-Road Cyclists) (see flip chart #5)
    - o Potential to better engage
    - o Gauge interest in expanding their involvement in future trails
    - o Demonstrating ability to maintain trails
    - o Partner on trail maintenance

GROUP QUESTIONAIRE RESULTS – REVIEW & DISCUSSION *(continued)*
- Businesses
  - For something to be successful, don't be too specific (about type)
- Warren County Parks & Recreation
  - Broadening services beyond traditional team sports
- Gap in service available in kayak rental space at point of water access
  - Potential for partnership between local government and private business?
  - Existing models?

Q-31
- Dominion Shoreline Plan
  - Has specific plan/relationship with each county
    - What they want to see
  - Who in Warren County is engaged in these talks?
- Need 250 acres to develop 25+ miles of mountain bike trail and 20+ miles of hiking trail to become a destination
  - 1 mile of trail per 10 acres
  - "The land is there. Question of funding" – Consider prioritizing where to make these investments
  - Land acquisition – then trail building and maintenance
  - Should be located close to town/commercial centers

- *"Get your outdoor bucket list checked off in Warren County!"*
- "Find balance between preservation and growth"
- "Plan so <u>you</u> define growth"

- Warren County:
  - Home of Environmental Justice movement
  - Agrarian past
  - Racial reckoning

- Existing Warren County Comprehensive Plan (August 2022) focuses on:
  - Sustainability
  - Agriculture
  - Outdoor recreation

4

GROUP QUESTIONAIRE RESULTS – REVIEW & DISCUSSION *(continued)*
- Generating interest within this outdoor space
  - Cultivate buy-in
  - Town and county get behind it **together**
  - Collaboration between municipalities and county
    - "We are all in the same boat"
    - Historically this has happened some
      - Needs to continue
- "Progressively Preserve"
- Follow Main Street principles

- What makes Warren County "Warren County"?
  - Values
  - Warren EDC has vision/mission-type verbiage
- Quality of life is important
  - Only want to change is for the better

- Kerr-Tar R.C. – place for engagement?

- Brief overview of Outdoor Recreation Economic Positioning/Vision Statement
  - Will devote most of next meeting to developing statement

- *Discussion about expanding meeting time by 30 minutes – all agreed

Next meeting: Wednesday, May 24, 2023   9:30 am – 11:30 am*
Lake Gaston Chamber of Commerce
2357 Eaton Ferry Road
Littleton, NC 27850

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Warren County/Warrenton
# Creating Outdoor Recreation Economies (CORE)

7/11/23

9:30 am – 11:30 am
Attendance: Dave Blodgett, Mike Coffman, Leanne Patrick, Rose Ponton, Robert Davie; Jereann King Blue   Staff: Bruce Naegelen, David McRae
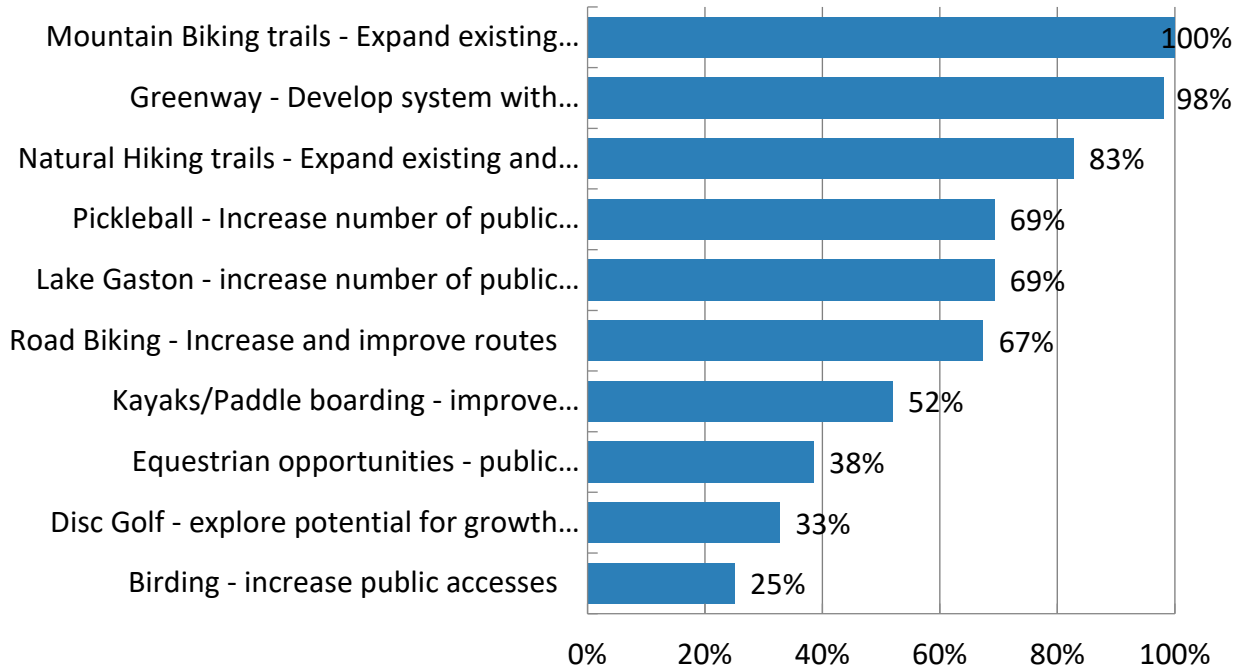
PRIORITIES SURVEY REVIEW

1) **Please rank the following within the TOURISM & HOSPITALITY areas of growth with 1 being the highest priority and 6 being the lowest priority.**
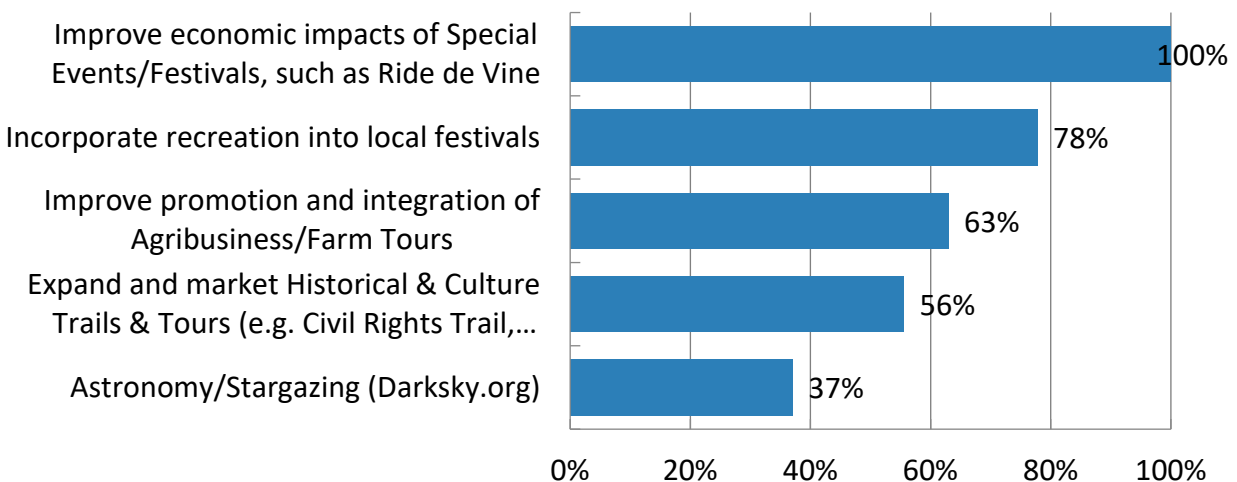
- Need to look at how to better track metrics around impact of tourism
- Quantify current tourism impact ($$) and visitor origin to be able to attract hotel(s) on I-85 exit
- Infrastructure challenges for long term stays. great for day trips
- Warren is still rich in Agriculture. People will come to visit farms & stay on the farms if option

2) Please rank the following the OUTDOOR RECREATION INFRASTRUCTURE areas of growth with 1 being the highest priority and 10 being the lowest priority.

Category	Percentage
Mountain Biking trails - Expand existing…	100%
Greenway - Develop system with…	98%
Natural Hiking trails - Expand existing and…	83%
Pickleball - Increase number of public…	69%
Lake Gaston - increase number of public…	69%
Road Biking - Increase and improve routes	67%
Kayaks/Paddle boarding - improve…	52%
Equestrian opportunities - public…	38%
Disc Golf - explore potential for growth…	33%
Birding - increase public accesses	25%

- Opportunity for public-private partnership for Lake Gaston public accesses
- Extend season – Shoulder seasons – Impacts – How?
- Alternative for "gateway"??
- Alignment with County Brand Guide (EDC)
- Organize implementation of action items based on timeframe to accomplish
- Rank from short-term to long-term
- Tie events closely to business community – How?

POSITIONING/VISION STATEMENT DRAFT REVIEW

DRAFT: Warren County, the Northeast Piedmont's outdoor playground, with a perfect balance between Adventure and Escape, is the destination for active outdoor enthusiasts with breathless landscapes, endless natural trails, watersports, and a unique history.

- Is Northeast Piedmont appropriate geographic descriptor?
  - North Central North Carolina?
  - Halfway between Triangle & Richmond
- Not "breathless" --- breathtaking? Rural? Pastoral?
- Don't need to qualify all
- Accessible?
- Pairing both water & trail
- Balance between water & land

Warren County Outdoor Recreation Positioning Statement
(Final revision by work group)

Warren County: North Carolina's perfect balance of land and water. The year-round adventure and escape destination for active outdoor enthusiasts, offering natural trails, watersports, rural landscapes, and unique history.

STRATEGIES

- Expand the access to trails and water
    - Improving trails at Buck Spring
        - Pump track/skills track
    - Leverage existing assets to continue to expand and increase opportunity for trail or water activities
    - Explore opportunities to acquire property (Objective)
        - John Hancock Forestry tract?
    - Strategic to maximize benefit to local economy

- Promote Unique History

- Year-round destination
    - Nestle historical and cultural promotion
    - Better understand/educate about how Warren County's history connects to Outdoor Recreation
- Include language about connectivity via "Sidepaths" which are multi-use (multi-modal) paths that are located exclusively adjacent to a roadway, typically within the road right of way.
- Connectivity between municipalities

- Expand & Strengthen Outdoor Recreation Business Infrastructure/Resources
    - Lodging
    - Workforce

- Progressively Preserve
    - Maintain & Actively preserve rural landscape and character
    - Mitigate encroachment of development
        - While maintaining potential for economic opportunity/local economic vitality
- Start planning now – either we control or someone else will
- Maintain Rural Quality of Life

PROCESS

- Encourage buy-in from all stakeholders
- All municipal elected leaders (all towns), business owners, civic organizations
- "Road Show" to ask for endorsement
- Buy-In
    - Provide examples of precedents and best practices from similar communities
    - Schedule field trip to show decision makers what is possible in similar places
        - Pocahontas, VA
        - Elkin NC
        - Others?
    - Unified between towns, county, Chamber and EDC board

Warrenton Town Board meets: 2nd Monday

Host road show before adoption

Roadshow then "unified adoption"

Develop an adoption sequence and timeline

###

Warren County/Warrenton
Creating Outdoor Recreation Economies (CORE)

10/10/23
10:00 – 11:30 am

Attendance In-person: Mike Coffman, Leanne Patrick, Rose Ponton, Robert Davie; Bruce Naegelen; Via Zoom: Dave Blodgett, Kyle Burwell, David McRae

Group met at Warrenton Town Hall

Rose & Bruce led discussion/review of "Vote with Dollars" results at Stakeholder Breakfast Event, CORE Business/Stakeholder Questionnaire results and,

Rose led review of 10/4/23 Implementation Plan draft.

Rose & Charla (Duncan) revised/streamlined the draft Bruce sent 10/4/23. Significant changes include:

- The plan shows Goals, Strategies, Objectives & Actions. Tasks will be included in the Appendix.
    - *Suggest including "responsible parties"*

- Economic Positioning/Vision Statement: Still needs some wordsmithing

    Revised: Warren County is North Carolina's *perfect balance of land and water*. A year-round haven for active outdoor enthusiasts - both locally and from just down the road - offering natural trails, watersports, country roads winding though rural landscapes, and unique history.

    Original: Warren County is North Carolina's perfect balance of land and water. The year-round adventure and escape destination for active outdoor enthusiasts, offering natural trails, watersports, rural landscapes, and unique history.

- Goals: Reduced to 3:
    - Goal 1: Year-Round Outdoor Recreation
    - Goal 2: Expand & Strengthen Outdoor Recreation Infrastructure
    - Goal 3: Develop the Outdoor Goods Producing Industry

Notes:

- Occupancy Tax/Warren County Tourism Development Authority
  - Who can help with TDA creation/Occupancy tax approval?
  - Rose said it didn't pass but check status and next steps to get adopted!

- David (McRae) talked about Implementation Services via CORE:
  - Funding Resource Guide *Outdoor Recreation Funding Sources & Resources*
  - Agreements with Universities to provide Technical Services, including NC State and NC Growth (UNC)
  - Funding will be available for Training/Conferences for CORE communities

- Funding for Grant Writing
  - Talk to Diane at Kerr-tar about grant-writing services
  - *From David McRae: Grant Administration – FWIW, many grants do allow a percentage of the funding to be used toward grant administration. Now, obviously you still must have a person, organization, or other entity that is competent and has time to handle this administration, but this helps to some extent.*

- Brian Eatmon has joined the Economic Development Department

Follow-up:

- Review David McRae revisions draft 10-9-23 in red

- Pursue grant funding opportunities
  - Outdoor Recreation Funding Sources & Resources – David sent following meeting
  - MSRPC Funding Guide

- Objective 1.2 – Improve economic impacts of existing festivals....
  - Research tracking systems
  - Pocket Sites App
  - Cell-phone trackers

- Objective 1.3 – *Increase visitation by 10% annually*
  - Change wording to be clear that this is for year-round. Would need to establish structure.
- Action 1.3a: Create, promote and expand reach of historic, cultural tours and buildings...

- Leanne said that 2026 is the nation's 250th birthday and communities are already planning events and activities. Robert mentioned that Warrenton and County will celebrate their founding in 2028.

- Action 25b: Add Create or Develop Access...

- Action 2.6a: Separate items into separate actions

- Renumber all items

- For presentation: Create a graphic showing how Outdoor Strategic Plan connects to many of the County Priorities (EDC, Parks & Recreation, Community Development, etc.)

- Set meeting with Rose, Charla, David & Bruce to review and make final changes

Downtown Warrenton Retail Marketplace Snapshot- January of 2024

The purpose of this report is to give Downtown Warrenton 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 the 10 and 20- 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 radii of Downtown Warrenton 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 Warrenton is exceeding the local market demand. Those are measured as red numbers on the below report. For the 10 and 20- minute drive time information, this means that Downtown Warrenton 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 the Warren County Economic Development Commission or the Kerr-Tar 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 Warrenton potential. The NC Main Street and Rural Planning Center can share examples of consumer surveys and assist with this process as needed.
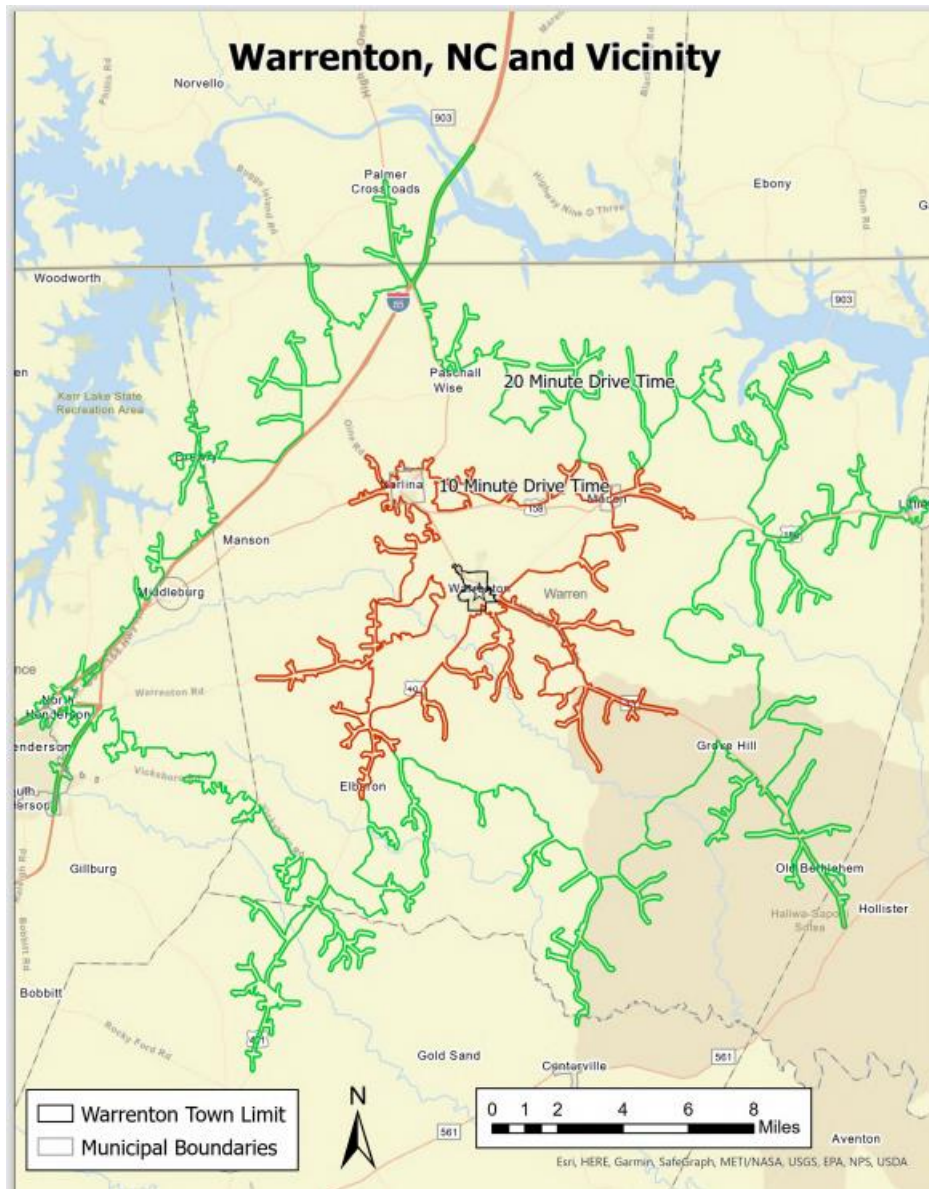
The above Warren County map outlines the two trade areas within a 10 and 20-minute drive times to downtown. Defining the downtown trade area is critical in determining retail opportunities for the downtown market. The NC Main Street & Rural Center staff only reviewed the data within these two segments. Downtown Warrenton should be targeting residents within these two areas. The goal is to capture the retail sales volume leaking to neighboring

communities, such as Henderson. The chart below shows total industry summaries for the 10 and 20-minute drive times 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
10-Minute Drive Time	$7,876,506	$787,651	$300	2,626
20-Minute Drive Time	$37,322,328	$3,732,233	$300	12,149

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

10-Minute Drive Time from Downtown

Warrenton					
Primary Trade Area 10-minute drive time			DOWNTOWN POTENTIAL		
Business Type		Retail Gap	10% of Retail Gap	Sales/SF	SF
			10%	$300	Needed
Furniture Stores		$ 415,681	$ 41,568	$ 300	139
Home Centers		$ 2,015,477	$ 201,548	$ 300	672
Clothing Stores		$ 714,985	$ 71,499	$ 300	238
Jewelry Stores		$ 368,327	$ 36,833	$ 300	123
Department Stores		$ 910,289	$ 91,029	$ 300	303
Full Service Restaurants		$ 532,204	$ 53,220	$ 300	177
Limited-Service Restaurants		$ 2,919,543	$ 291,954	$ 300	973
Total Gap		$ 7,876,506	$ 787,651	$ 300	2,626

20-Minute Drive Time from Downtown

Warrenton					
Primary Trade Area 20-minute drive time			DOWNTOWN POTENTIAL		
Business Type		Retail Gap	10% of Retail Gap	Sales/SF	SF
			10%	$300	Needed
Furniture Stores	$	2,114,442	$ 211,444	$ 300	705
Home Furnishing Stores	$	529,187	$ 52,919	$ 300	176
Electronics Stores	$	1,971,052	$ 197,105	$ 300	657
Home Centers	$	5,317,509	$ 531,751	$ 300	1,773
Specialty Food Stores	$	686,867	$ 68,687	$ 300	229
Women's Clothing Stores	$	990,594	$ 99,059	$ 300	330
Family Clothing Stores	$	2,388,546	$ 238,855	$ 300	796
Shoe Stores	$	936,476	$ 93,648	$ 300	312
Jewelry Stores	$	1,051,003	$ 105,100	$ 300	350
Luggage and Leather Goods Stores	$	566,887	$ 56,689	$ 300	189
Sporting Goods Stores	$	1,026,885	$ 102,689	$ 300	342
Department Stores	$	2,174,850	$ 217,485	$ 300	725
Gift, Novelty and Souvenir Stores	$	404,524	$ 40,452	$ 300	135
Pet and Pet Supplies Stores	$	663,949	$ 66,395	$ 300	221
Drinking Places	$	875,393	$ 87,539		
Full-Service Restaurants	$	7,053,665	$ 705,367	$ 300	2,351
Limited-Service Restaurants	$	8,570,499	$ 857,050	$ 300	2,857
Total Gap	$	37,322,328	$ 3,732,233	$ 300	12,149

10-Minute Drive Time Retail Surplus

Category	Retail Surplus
Home Furnishing Stores	$ 518,618
Grocery Stores	$ 5,629,848
Beer, Wine and Liquor Stores	$ 3,112,892
Pharmacies and Drug Stores	$ 6,426,779
Book Stores	$ 325,708
Total	**$ 16,013,845**

20-Minute Drive Time Retail Surplus

Category	Retail Surplus
Paint and Wallpaper Stores	$ 470,811
Hardware Stores	$ 526,470
Grocery Stores	$ 4,839,386
Beer, Wine, and Liquor Stores	$ 5,031,126
Pharmacies and Drug Stores	$ 8,770,655
Book Stores	$ 180,989
Total	**$ 19,819,437**

The retail surpluses confirm that Downtown Warrenton 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.

10-Minute Drive Time Measurement

Warrenton Demand Growth by Retail Store Types				Compound
Primary Trade Area: 10-minute drive time				Compound
Business Type	2023	2028	Growth	Growth
	Demand	Demand	$	Rate (%)
Home Centers	$ 2,313,615	$ 2,594,191	$ 280,576	2
Grocery Stores	$ 7,272,521	$ 7,975,462	$ 702,940	2
Pharmacies and Drug Stores	$ 3,135,326	$ 3,330,338	$ 195,012	1
Full Service Restaurants	$ 3,467,265	$ 3,682,084	$ 214,819	1
Limited Service Restaurants	$ 2,919,543	$ 3,104,046	$ 184,503	1
Total Sales	$ **19,108,270**	$ **20,686,121**	$ **1,577,850**	

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

20-Minute Drive Time Measurement

Warrenton Demand Growth by Retail Store Types				
Primary Trade Area 20-minute drive time		DOWNTOWN POTENTIAL		Compound
Business Type	2023	2028	Growth	Growth
	Demand	Demand	$	Rate (%)
Furniture Stores	$ 2,566,625	$ 2,710,573	$ 143,748	1
Home Furnishings Stores	$ 1,840,374	$ 2,997,036	$ 156,662	2
Electronics Stores	$ 2,414,095	$ 2,567,568	$ 153,474	1
Home Centers	$ 7,324,623	$ 8,248,581	$ 923,957	2
Paint and Wallpaper Stores	$ 523,201	$ 669,941	$ 146,740	5
Hardware Stores	$ 1,076,322	$ 1,214,572	$ 138,250	2
Nursery, Garden and Farm Supply Stores	$ 1,389,334	$ 1,515,375	$ 126,041	2
Grocery Stores	$ 23,327,588	$ 25,463,280	$ 2,125,673	2
Pharmacies and Drug Stores	$ 9,975,886	$ 10,547,601	$ 571,715	1
Pet and Pet Supply Stores	$ 717,470	$ 808,097	$ 90,627	2
Drinking Places	$ 875,782	$ 955,750	$ 79,967	2
Full Service Restaurants	$ 11,093,674	$ 11,880,521	$ 786,846	1
Limited Service Restaurants	$ 9,306,791	$ 9,966,855	$ 620,064	1
Total Sales	$ **72,431,765**	$ **79,545,750**	$ **6,063,764**	

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.

Claritas 10-minute drive time income distribution (similar to the 20-minute drive time)

HOUSEHOLD INCOME
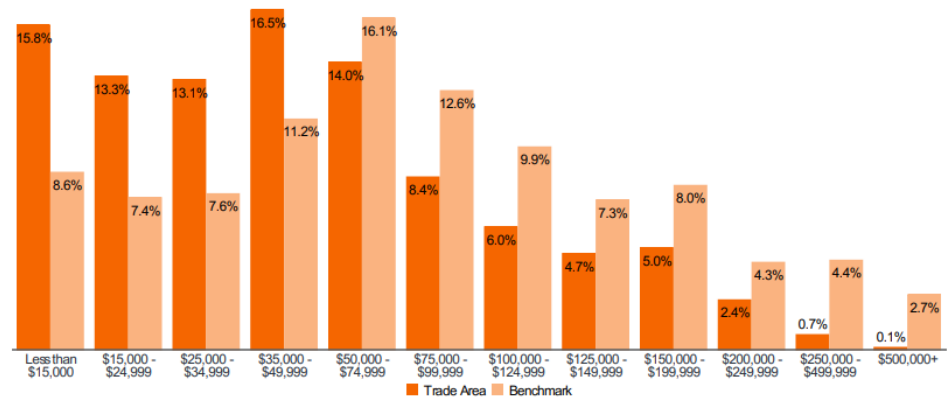
Median Household Income
$41,517
Index:57

Average Household Income
**$61,223**
Index:58

HOUSEHOLD INCOME DISTRIBUTION

	Less than $15,000	$15,000 - $24,999	$25,000 - $34,999	$35,000 - $49,999	$50,000 - $74,999	$75,000 - $99,999	$100,000 - $124,999	$125,000 - $149,999	$150,000 - $199,999	$200,000 - $249,999	$250,000 - $499,999	$500,000+
Trade Area	15.8%	13.3%	13.1%	16.5%	14.0%	8.4%	6.0%	4.7%	5.0%	2.4%	0.7%	0.1%
Benchmark	8.6%	7.4%	7.6%	11.2%	16.1%	12.6%	9.9%	7.3%	8.0%	4.3%	4.4%	2.7%

Benchmark:USA

*Ranked by percent composition

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(https://claritas.easpotlight.com/Spotlight/About/3/2023)

Index Colors:	<80	80 - 110	110+

Median Household Income: $41,517
Average Household Income: $61,223
Highest Income Distribution: $35,000-$49,000
% of those earning below $50,000: 58.7%
% of those earning above $50,000: 41.3%

Worker inflow and outflow
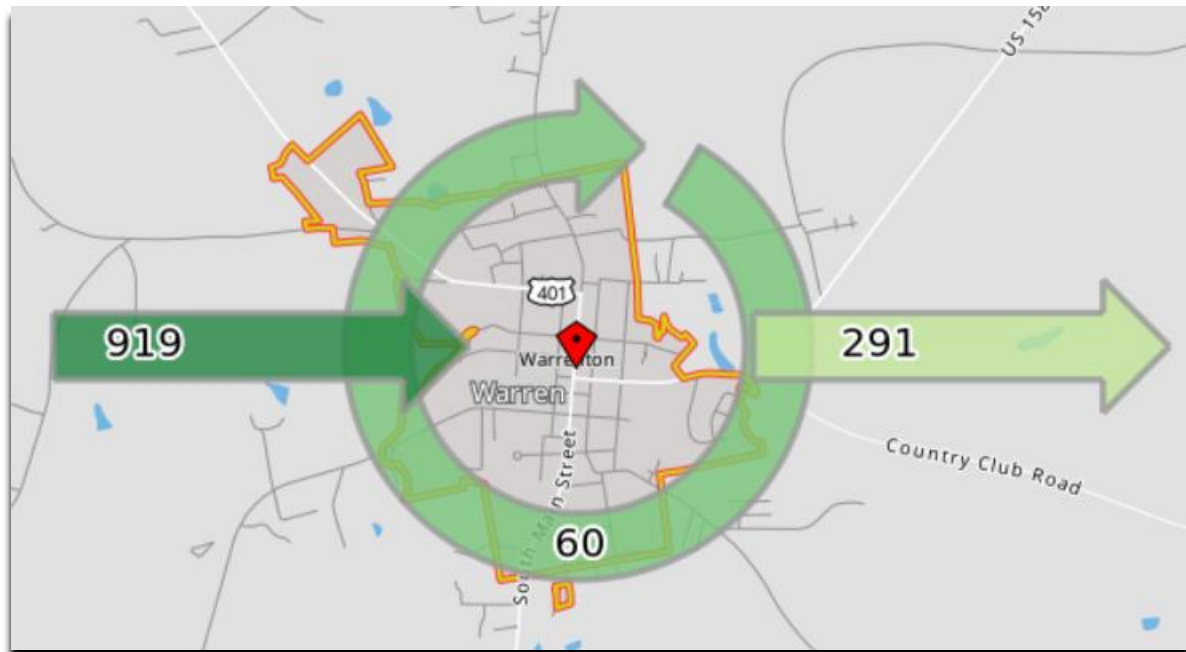
Source: U.S. Census on the map

- 919 workers enter Warrenton daily.

- 60 workers live and work in Warrenton daily.
- 291 workers leave Warrenton daily for employment.
- 979 workers either enter or live and work in Warrenton daily.
    - This is the equivalent of 114% of the Warrenton population (856 in 2021)
    - These are potential downtown consumers.

The above data can be used to help recruit businesses to Downtown Warrenton to meet the unmet potential and reduce the retail gap or leakage. The priorities are to first retain, then expand and finally to recruit new businesses. The categories that show the most potential should be focused on first, especially within the 5-mile radius of 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 Warrenton 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 two 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 2 Tapestries for each location

Total Community	10-minute drive time	20-minute drive time
Rural Bypasses 70.4%	Rural Bypasses 81.4%	Rural Bypasses 85.1%
Senior Escapes 29.6%	Senior Escapes 17.6%	Senior Escapes 7.3%

Rural Bypasses is the top segment for all three measurements and Senior Escapes is the second largest segment for those same measurements. Both of these segments will be addressed below:

Rural Bypasses

Total Households (U.S.)	1,646,400
Average Household Size	2.55
Median Age	40.4
Average HH Income	$33,000

WHO ARE WE?

Open space, undeveloped land, and farmland characterize Rural Bypasses. These families live within small towns along country back roads and enjoy the open air in these sparsely populated neighborhoods. Their country lifestyle focuses on the outdoors, gardening, hunting, and fishing. They are more likely to own a satellite dish than a home computer. Although most households do have a connection to the internet, use is very limited. Those who are not yet retired work in blue-collar jobs in the agriculture or manufacturing industries.

SOCIOECONOMIC TRAITS
• Almost 25% have not finished high school; 11% have a bachelor's degree or higher.
• Labor force participation is low at 47%.
• Income is primarily derived from wages and supplemented with Social Security and Supplemental Security Incomes.
• Religion and faith are central in their lives.
• They rely on television to stay informed.

Senior Escapes

Total Households (U.S.)	1,116,000
Average Household Size	2.20
Median Age	54.6
Average HH Income	$38,700

WHO ARE WE?

Senior Escapes neighborhoods are heavily concentrated in the warmer states of Florida, California, and Arizona. These areas are highly seasonal, yet owner occupied. Many homes began as seasonal getaways and now serve as primary residences. Nearly 40% are mobile homes; over half are single-family dwellings. About half are in unincorporated and more rural areas. Nearly one-fifth of the population is between 65 and 74 years old. Residents enjoy watching TV, going on cruises, playing trivia games, bicycling, boating, and fishing. They are very conscious of their health and buy specialty foods and dietary supplements.

SOCIOECONOMIC TRAITS
• Labor force participation is low, but more than half the households are drawing Social Security income.
• They spend the majority of their time with spouse or significant other or alone.
• They are limited by medical conditions but still enjoy gardening and working on their vehicles.
• They take good care of vehicles but haven't bought a new one in over five years.
• They only spend within their means, do their banking in person, and do not carry a balance on their credit card.

AARP Livability Index

The AARP Livability Index for Downtown Warrenton is 40 on a scale ranging from 0 to 100. The higher the score the more livable the community. Warrenton ranks below average on this scale. It is important to consider the different index categories, such as health, environment, neighborhood, and opportunity to help you determine what needs to be done to improve this score. Some areas of particular interest include:

The positive……

Category	2023	2023 Median U.S. Neighborhood
Housing (57 out of 100)		
Zero-Step Entrances	53.8%	53.8%
Availability of subsidized housing (Units per 10,000)	55.6	0
Neighborhoods (34 out of 100)		
Access to Grocery Stores & Farmer's Mkts	0.0	0.0
Access to parks	0.0	1
Access to libraries	0.0	0
Access to Jobs by Transit	0	0
Crime Rate (Crimes per 10,000 people)	187.5	268.9
Transportation (41 out of 100)		
Frequency of Local Transit (Buses and trains per hour)	0.0	0
ADA-Accessible stations and vehicles (% of stations and vehicles accessible)	82.2%	82.2%
Congestion (Hours per person per year)	0.0	26.0
Environment (64 out of 100)		
Drinking Water Quality (% of people exposed)	0.00%	0%

Category	2023	2023 Median U.S. Neighborhood
Environment (64 out of 100)		
Regional air quality (Unhealthy air quality days/year)	3.9	3.90
Near-Roadway Pollution (% of people exposed)	0.00%	0.00%
Local Industrial Pollution (ORSE score from 0 to 9,070)	0.00	0.00
Engagement (50 out of 100)		
Opportunity for Civic Involvement (Number of organizations per 10,000 ppl.)	15.2	9.5
Voting Rate (% of people voting)	67.3%	61.9%
Social Involvement Index (Index 0 to 2.5)	1.04	0.97
Opportunity (25 out of 100)		
Age Diversity (Index 0 to 1)	0.99	0.84

The negative…….

Category	2023	2023 Median U.S. Neighborhood
Housing (57 out of 100)		
Availability of multi-family housing (% of units multi-family)	10.0%	16.7%
Housing Costs/month	$820	$1,101
Housing Cost Burden (Percentage of income spent on housing)	17.2%	14.7%
Neighborhood (34 out of 100)		
Access to jobs by auto	2,511	44,198
Diversity of Destinations (Index from 0 to 1)	.59	.70

Category	2023	2023 Median U.S. Neighborhood
Neighborhood (34 out of 100)		
Activity Density (Jobs and people per square mile	275.9	2,910.2
Vacancy Rate (% of units vacant)	24.8%	7.7%
Transportation (41 out of 100)		
Walk Trips (Trips per household per day)	8.00	9.00
Household Transportation Costs (Costs per year)	$15,911	$15,468
Speed Limits (Miles per hour)	29.3	28.3
Crash Rate (Fatal crashes per 10,000 people per year)	34.0	7.6
Health (7 out of 100)		
Smoking prevalence (% of pop. who smoke)	26.2%	16.8%
Obesity prevalence (% of adults who are obese)	45.8%	33.0%
Access to exercise opportunities (% of people who have access)	14.2%	85.8%
Healthcare Professional Shortage Areas (Index from 0 to 25)	19.0	0
Preventable Hospitalization Rates (% of hospitalizations per 1,000 patients)	49.1%	38.3%
Patient Satisfaction (% of patients satisfied)	52.0%	69.0%

Category	2023	2023 Median U.S. Neighborhood
Engagement (50 out of 100)		
Broadband cost and speed (% of residents who have high speed and competitively priced internet)	92.4%	98.9%
Cultural, Arts and Entertainment (Institutions per 10,000 people)	0.6	2.4
Opportunity (25 out of 100)		
Income inequality (Index from 0 to 1)	0.50	0.46
Jobs per Worker	0.29	0.76
High School Graduation Rate (% of students who graduate)	77.0%	90.0%

Walkscore

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

Data Summary

1. Retail Gap

At both the 10 and 20-minute drive time drive time measurements, retail gaps are seen in furniture, home centers, jewelry, department stores, and full and limited-service restaurants. A more general clothing category exists at the 10-minute drive time, and this is also apparent at the 20-minute drive time measurement but can be broken down into women's and family clothing categories.

2. Retail Surplus

Retail surpluses are seen at both the 10 and 20-minute drive time measurements are seen in groceries, beer, wine and liquor, pharmacies, and books. A surplus is only seen at the 10-minute measurement in home furnishings. At only the 20-minute measurement, surpluses are also seen in paint and wallpaper and hardware stores.

The grocery store surplus cannot be completely accounted for my Henderson Fruit and Produce. The Norlina Food Lion (8 minutes from Warrenton) must be influencing this category. Beer, wine, and liquor can only be accounted for by area convenience and dollar stores and the Norlina ABC store. Futrell Pharmacy and Walgreens influence the pharmacy surplus and Awesome God Christian Bookstore influences the book store surpluses.

3. Intersection of Retail Gap and Projected Growth

When recruiting businesses to Warrenton, it helps to have data that shows both retail gaps and projected growth. Below we can see this in the restaurant categories.

	Retail Gap		Projected Growth	
Category	10-Minute Drive Time	20-Minute Drive Time	10-Minute Drive Time	20-Minute Drive Time
Full-Service Restaurants	$532,204	$7,053,665	$214,819	$786,846
Limited-Service Restaurants	$2,919,543	$8,579,490	$184,503	$620,064

Recommended Strategies

a. **Triangle North Warren Mega Site**
   Retail development either follows job creation, tourism, or residential development. For Warrenton, the Triangle North Warren Mega Site offers the best opportunity for industrial development and job creation. Once a tenant enters the park, others should follow, creating the jobs required to support retail development.

b. **Tourism Development**
   Lake Gaston and Kerr Lake access, two wineries, agritourism, and municipal parks provide desired amenities for visitors and residents.

c. **Residential Development**
   Many NC counties are including residential development into their workplans as North Carolina is a popular location for mobile workers and retirees from other states. This development should be focused on the lakes and close to Warrenton that have support businesses and could welcome more.

   A 2016 study of amenities required by residents identified the following three:

   1. Parks and green spaces
   2. Paved trail systems for walking, jogging, biking, etc.

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

Warrenton should be pursuing the top three amenities shown in this study which are expected from residents of all ages. The anticipated expansion of broadband in the county will be a tremendous incentive for those who wish to escape higher populated areas for more affordable rural locations but require internet access either for employment or just as an everyday convenience.

d. **Shipping Container Airbnb and Residential Development**
Warrenton Town Administrator Robert Davie informed me that while the activity at the Airbnbs has slowed, there remains a need for this temporary housing. In view of the need for affordable housing in general, it is recommended to pursue this development for long term leasing. It or some modification of the shipping containers could be an answer to affordable housing needs. In view of the number of workers who can work from home, having a development of affordable and creative housing units may attract residents, especially in view of the natural resource amenities surrounding Warrenton.

e. **Commercial Development**
The NC Department of Commerce cannot endorse companies to be employed by municipalities or counties, but Carolina Commercial is a commercial real estate company that specializes in smaller town commercial development. If Warrenten determines it would be beneficial to pursue their expertise, the company principal is Lash Hairston who can be reached at 910-733-0540 or lash@carolina-commercial.com

Outdoor Recreation
Since Lake Gaston and Kerr Lake are near Warrenton, retailers who support outdoor recreation are needed and will provide sales tax revenue to the county. There are a few ways to approach recruitment of such businesses:

- Canvas neighboring lake or river outfitters to see if they would like to open an additional location in Warrenton. There seems to be a particular need for outfitters to support fishing.

- Social media can be useful in seeking those prospective business owners who may want to open an outdoor recreation business. It is recommended to share this need on social media and learn of potential entrepreneurs who wish to pursue such a business.

- The Warren County Chamber of Commerce in concert with the Vance Granville Community College could schedule a series of meetings with prospective entrepreneurs in outdoor recreation or other retail categories to provide guidance on how to open and successfully operate businesses.

- A short story reveals how profitable an outdoor recreation business can be. Madison, NC is a small community of 2100 people on the Dan River in western Rockingham County. During the 2020 COVID shutdowns, its parks and recreation department could not program group activities. Seeking an activity to offer its residents, it purchased several tubes, a 15-passenger van, and a trailer. It offered tubing trips down the Dan River, ending in Downtown Madison. The program moved 4,000 people down the river and netted $30,000 in profit. By 2023, they had moved 5,100 people down the river and netted $60,000 in profit. This is just one example of the potential success of such a program.

4. Walkability and Bikeability

The Downtown Warrenton Walkscore of 50 is average. Concerning bikeability, Downtown scores a 43 which is 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 Warrenton.

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
Warren County map—Glen Locascio, NC Department of Commerce

Invest in Warrenton, NC

Warrenton Demographics (U.S. Census and Claritas Retail Data 2023)

Median Household Income: $41,517
Average Household Income: $61,223
Highest Income Distribution: $35,000-$49,000
979 workers either enter or live and work in Warrenton daily.

- This is the equivalent of 114% of the Warrenton population (856 in 2021)
- These are potential downtown consumers.

Retail Gaps (business escaping to other areas) Claritas 2023

	Retail Gap	
	10-Minute	20-Minute
Category	Drive Time	Drive Time
Furniture	$415,681	$2,114,442
Clothing Stores	$714,985	--------------
Jewelry	$368,327	$1,051,003
Full-Service Restaurants	$532,204	$7,053,665
Limited-Service Restaurants	$2,929,543	$8,570,499

Downtown Incentive-Awning Grant
- Fund established in FY 2012/2013 with $500 appropriated annually.
- Fund will match 25% of dollars spent on cloth awnings by building owners in the C-1 business district.
- Grantees will provide proof of expenditures or receipts to receive reimbursement.

Available Properties

For more information, contact Warrenton Town Administrator Robert Davies at 252-257-1122 or townadministrator@warrenton.nc.gov

Pop-Facts® Demographics | Population & Race

claritas

Trade Area: 104 N. Main Street - 10 min

POPULATION

4,186

HOUSEHOLDS

1,773

ETHNICITY

4.9%
Index:**113**

Hispanic/Latino

HISPANIC ORIGIN*

74.8%
Index:**123**

Mexican

HOME LANGUAGE*

93.7%
Index:**120**

Only English

MARITAL STATUS

Status	Trade Area	Benchmark
Never Married	40.9%	33.8%
Married, Spouse Present	27.6%	45.0%
Married, Spouse Absent	6.2%	4.6%
Divorced	14.7%	10.9%
Widowed	10.7%	5.7%

■ Trade Area ■ Benchmark
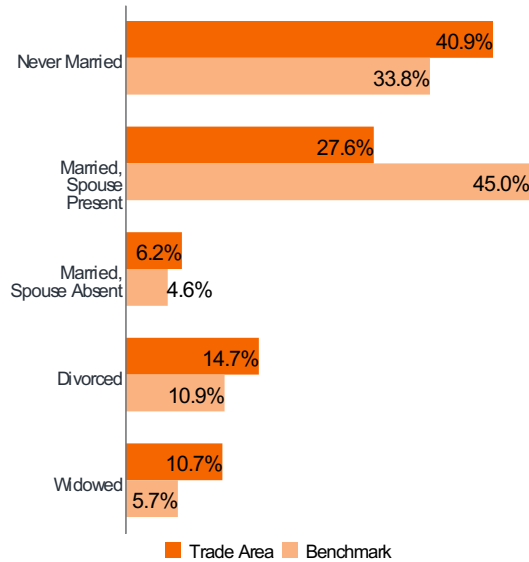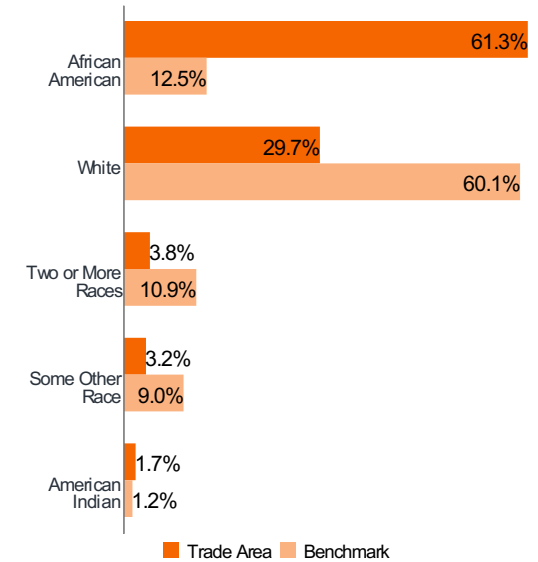
POPULATION BY AGE

Age	Count	%	Index
0 - 4	209	5.0	86
5 - 9	219	5.2	88
10 - 14	239	5.7	92
15 - 17	151	3.6	94
18 - 20	135	3.2	79
21 - 24	173	4.1	80
25 - 34	434	10.4	77
35 - 44	423	10.1	78
45 - 54	421	10.1	83
55 - 64	604	14.4	114
65 - 74	602	14.4	135
75 - 84	375	9.0	171
85+	202	4.8	234

POPULATION BY RACE**

Race	Trade Area	Benchmark
African American	61.3%	12.5%
White	29.7%	60.1%
Two or More Races	3.8%	10.9%
Some Other Race	3.2%	9.0%
American Indian	1.7%	1.2%

■ Trade Area ■ Benchmark

Benchmark:USA

*Top variable chosen from percent composition ranking

**Top 5 variables chosen from percent composition ranking

Index Colors:	<80	80 - 110	110+

154

Pop-Facts® Demographics | Housing & Household

Population: 4,186 | **Households:** 1,773

MEDIAN AGE OF HOUSEHOLDER

60

Index:113

PRESENCE OF CHILDREN*

29.6%

Index: 88

HOUSEHOLD TYPE

NonFamily HHs 36.7%

Family HHs 63.3%

HOUSING TENURE

Own 63.3% Index: 98

Rent 36.7% Index:103

AGE OF HOUSING**

29 - 38 years old

% Comp:**18.7** Index:**143**

HOUSEHOLD SIZE

Size	Trade Area	Benchmark
1	32.9%	26.9%
2	39.5%	34.5%
3	12.9%	15.8%
4	7.2%	13.0%
5	5.8%	6.1%
6	1.2%	2.3%
7+	0.5%	1.5%

Trade Area   Benchmark

HOUSING UNITS IN STRUCTURE

Units	Trade Area	Benchmark
1 Unit Detached	61.4%	61.4%
1 Unit Attached	0.2%	6.0%
2 Units	1.5%	3.5%
3 to 4 Units	0.7%	4.3%
5 to 19 Units	2.1%	9.0%
20 to 49 Units	2.8%	3.7%
50+ Units	0.1%	6.0%

Trade Area   Benchmark

Benchmark: USA

Uses the variable "Households with people under age 18"

**Chosen from percent composition ranking*

Index Colors:	<80	80 - 110	110+

Pop-Facts® Demographics | Affluence & Education

claritas

Population: 4,186 | **Households:** 1,773

EDUCATIONAL ATTAINMENT: TOP 2*

43.4%
Index: **161**

High School Graduate

18.9%
Index: **94**

Some College, No Degree

EDUCATION: HISPANIC/LATINO

0.1%
Index: **2**

Bachelor's degree or higher

POVERTY STATUS

84.6%
Index: **93**

At or above poverty
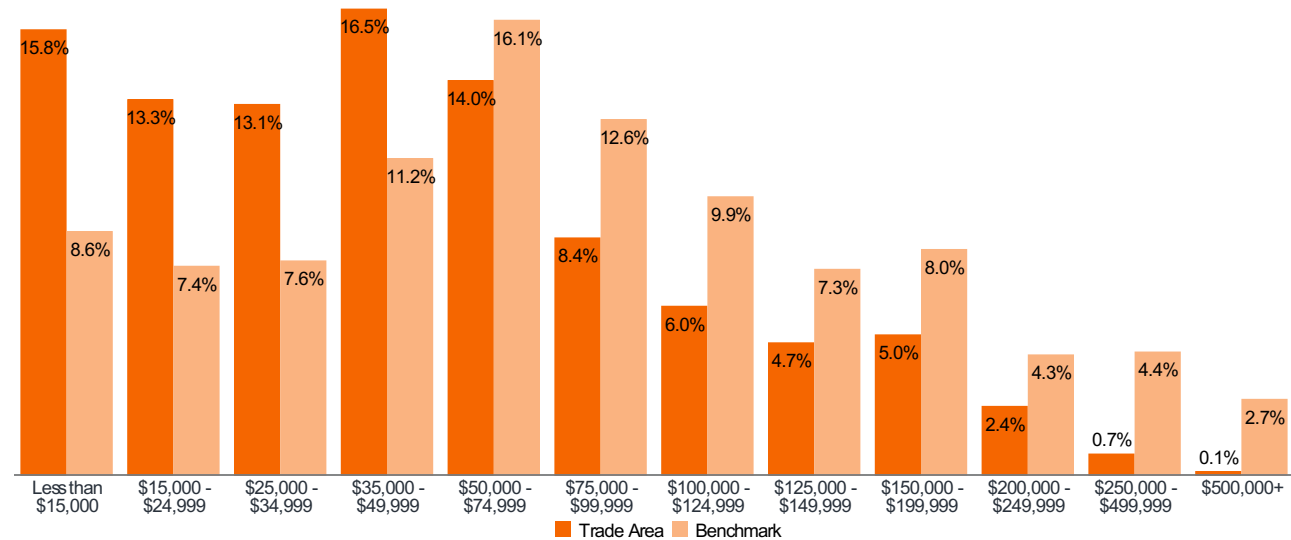
HOUSEHOLD INCOME

Median Household Income

$41,517

Index: **57**

Average Household Income

$61,223

Index: **58**

HOUSEHOLD INCOME DISTRIBUTION

Income Range	Trade Area	Benchmark
Less than $15,000	15.8%	8.6%
$15,000 - $24,999	13.3%	7.4%
$25,000 - $34,999	13.1%	7.6%
$35,000 - $49,999	16.5%	11.2%
$50,000 - $74,999	14.0%	16.1%
$75,000 - $99,999	8.4%	12.6%
$100,000 - $124,999	6.0%	9.9%
$125,000 - $149,999	4.7%	7.3%
$150,000 - $199,999	5.0%	8.0%
$200,000 - $249,999	2.4%	4.3%
$250,000 - $499,999	0.7%	4.4%
$500,000+	0.1%	2.7%

■ Trade Area ■ Benchmark

Ranked by percent composition

Index Colors:	<80	80 - 110	110+

156

Pop-Facts® Demographics | Employment & Occupation

Trade Area: 104 N. Main Street - 10 min

Population: 4,186 | **Households:** 1,773

OCCUPATIONAL CLASS*

39.6%

Index:**186**

Blue Collar

UNEMPLOYMENT RATE

11.1%

Index:**236**

Percent of civilian labor force unemployed

METHOD OF TRAVEL TO WORK: TOP 2*

79.1%

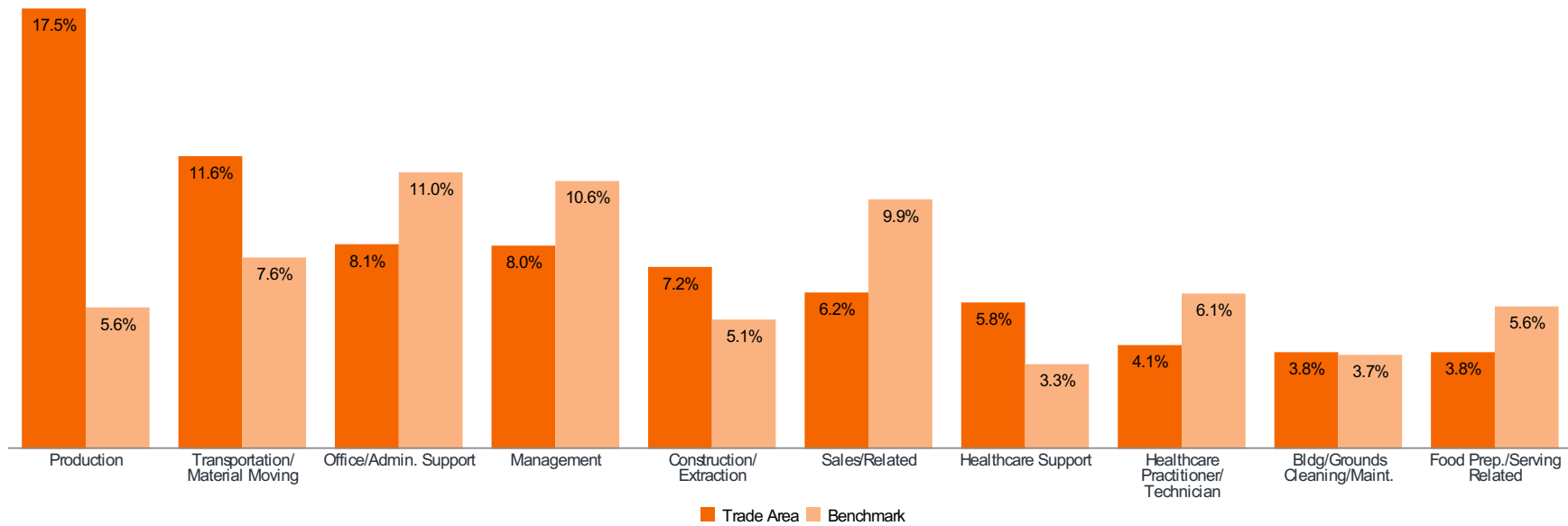Index:**105**

Travel to work by **Driving Alone**

13.2%

Index:**149**

Travel to work by **Carpooling**

OCCUPATION: TOP 10*

Occupation	Trade Area	Benchmark
Production	17.5%	5.6%
Transportation/Material Moving	11.6%	7.6%
Office/Admin. Support	8.1%	11.0%
Management	8.0%	10.6%
Construction/Extraction	7.2%	5.1%
Sales/Related	6.2%	9.9%
Healthcare Support	5.8%	3.3%
Healthcare Practitioner/Technician	4.1%	6.1%
Bldg/Grounds Cleaning/Maint.	3.8%	3.7%
Food Prep./Serving Related	3.8%	5.6%

■ Trade Area ■ Benchmark

Benchmark: USA

Chosen from percent composition ranking

Index Colors:	<80	80 - 110	110+

Trade Area: 104 N. Main Street - 10 min
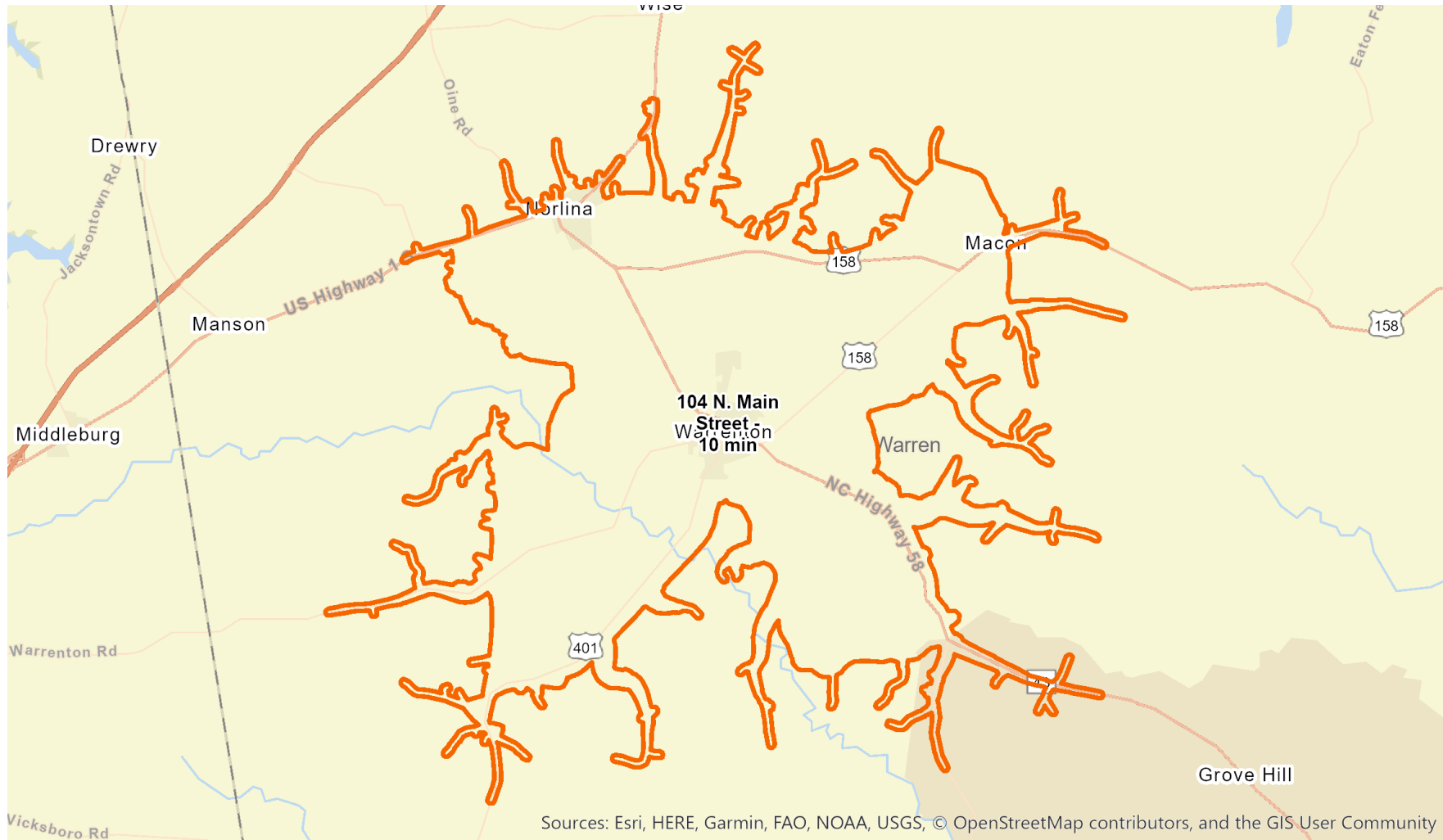
Population: 4,186 | **Households:** 1,773

Sources: Esri, HERE, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors, and the GIS User Community

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Pop-Facts® Executive Summary | Population & Household

Trade Area: 104 N. Main Street - 10 min

POPULATION

The population in this area is estimated to change from **4,294** to **4,186**, resulting in a growth of **-2.5%** between 2020 and the current year. Over the next five years, the population is projected to grow by **-3.6%**.

The population in the base area is estimated to change from **331,449,281** to **334,500,069**, resulting in a growth of **0.9%** between 2020 and the current year. Over the next five years, the population is projected to grow by **2.1%**.

The current year median age for this area is **47.8**, while the average age is **45.8**. Five years from now, the median age is projected to be **47.9**.

The current year median age for the base area is **39.2**, while the average age is **40.2**. Five years from now, the median age is projected to be **40.3**.

Of this area's current year estimated population:
29.7% are White Alone, **61.3%** are Black or African American Alone, **1.7%** are American Indian and Alaska Nat. Alone, **0.3%** are Asian Alone, **0.0%** are Nat. Hawaiian and Other Pacific Isl. Alone, **3.2%** are Some Other Race, and **3.8%** are Two or More Races.

Of the base area's current year estimated population:
60.1% are White Alone, **12.5%** are Black or African American Alone, **1.2%** are American Indian and Alaska Nat. Alone, **6.2%** are Asian Alone, **0.2%** are Nat. Hawaiian and Other Pacific Isl. Alone, **9.0%** are Some Other Race, and **10.9%** are Two or More Races.

This area's current estimated Hispanic or Latino population is **4.9%**, while the base area's current estimated Hispanic or Latino population is **19.9%**.

HOUSEHOLD

The number of households in this area is estimated to change from **1,798** to **1,773**, resulting in an increase of **-1.4%** between 2020 and the current year. Over the next five years, the number of households is projected to increase by **-2.4%**.

The number of households in the base area is estimated to change from **126,817,580** to **128,298,155**, resulting in an increase of **1.2%** between 2020 and the current year. Over the next five years, the number of households is projected to increase by **2.4%**.

Pop-Facts® Executive Summary | Education, Income & Housing

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Trade Area: 104 N. Main Street - 10 min

EDUCATION

Currently, it is estimated that **2.8%** of the population age 25 and over in this area had earned a Master's Degree, **0.6%** had earned a Professional School Degree, **1.1%** had earned a Doctorate Degree and **8.4%** had earned a Bachelor's Degree.

In comparison, for the base area, it is estimated that for the population over age 25, **9.1%** had earned a Master's Degree, **2.2%** had earned a Professional School Degree, **1.5%** had earned a Doctorate Degree and **20.2%** had earned a Bachelor's Degree.

INCOME

The average household income is estimated to be **$61,223.1** for the current year, while the average household income for the base area is estimated to be **$104,972** for the same time frame.

The average household income in this area is projected to change over the next five years, from **$61,223.1** to **$70,512.2**.

The average household income in the base area is projected to change over the next five years, from **$104,972** to **$118,758**.

HOUSING

Most of the dwellings in this area (**63.3%**) are estimated to be **Owner-Occupied** for the current year. For the base area the majority of the housing units are **Owner-Occupied** (**64.4%**).

The majority of dwellings in this area (**61.4%**) are estimated to be structures of **1 Unit Detached** for the current year. The majority of the dwellings in the base area (**61.4%**) are estimated to be structure of **1 Unit Detached** for the same year.

The majority of housing units in this area (**18.7%**) are estimated to have been **Built 1980 to 1989** for the current year.

The majority of housing units in the base area (**14.6%**) are estimated to have been **Built 1970 to 1979** for the current year.

Benchmark: USA

Trade Area: 104 N. Main Street - 10 min

LABOR

For this area, **104 N. Main Street - 10 min**, **88.9%** of the labor force is estimated to be employed for the current year.

The employment status of the population age 16 and over is as follows:
0.0% are in the Armed Forces, **49.6%** are employed civilians, **6.2%** are unemployed civilians, and **44.2%** are not in the labor force.

The occupational classification for this area are as follows:
39.6% hold blue collar occupations, **38.1%** hold white collar occupations, and **22.3%** are occupied as service & farm workers.

For the civilian employed population age 16 and over in this area, it is estimated that they are employed in the following occupational categories:
0.1% are in Architecture and Engineering, **1.3%** are in Arts, Entertainment and Sports, **2.2%** are in Business and Financial Operations, **0.3%** are in Computers and Mathematics, **3.5%** are in Education, Training and Libraries, **4.1%** are in Healthcare Practitioners and Technicians, **5.8%** are in Healthcare Support, **0.5%** are in Life, Physical and Social Sciences, **8.0%** are in Management, **8.1%** are in Office and Administrative Support.

2.8% are in Community and Social Services, **3.8%** are in Food Preparation and Serving, **1.1%** are in Legal Services, **3.3%** are in Protective Services, **6.2%** are in Sales and Related Services, **2.3%** are in Personal Care Services.

3.8% are in Building and Grounds Maintenance, **7.2%** are in Construction and Extraction, **3.3%** are in Farming, Fishing and Forestry, **3.3%** are in Maintenance and Repair, **17.5%** are in Production, **11.6%** are in Transportation and Moving.

For the base area, **USA**, **95.3%** of the labor force is estimated to be employed for the current year.

The employment status of the population age 16 and over is as follows:
0.4% are in the Armed Forces, **60.1%** are employed civilians, **3.0%** are unemployed civilians, and **36.5%** are not in the labor force.

The occupational classification for the base area are as follows:
21.3% hold blue collar occupations, **60.5%** hold white collar occupations, and **18.2%** are occupied as service & farm workers.

For the civilian employed population age 16 and over in the base area, it is estimated that they are employed in the following occupational categories:
2.0% are in Architecture and Engineering, **2.0%** are in Arts, Entertainment and Sports, **5.4%** are in Business and Financial Operations, **3.3%** are in Computers and Mathematics, **6.2%** are in Education, Training and Libraries, **6.1%** are in Healthcare Practitioners and Technicians, **3.3%** are in Healthcare Support, **1.0%** are in Life, Physical and Social Sciences, **10.6%** are in Management, **11.0%** are in Office and Administrative Support.

1.8% are in Community and Social Services, **5.6%** are in Food Preparation and Serving, **1.1%** are in Legal Services, **2.2%** are in Protective Services, **9.9%** are in Sales and Related Services, **2.7%** are in Personal Care Services.

3.7% are in Building and Grounds Maintenance, **5.1%** are in Construction and Extraction, **0.6%** are in Farming, Fishing and Forestry, **3.1%** are in Maintenance and Repair, **5.6%** are in Production, **7.6%** are in Transportation and Moving.

Retail Market Power® | Opportunity Gap by Retail Store Types

Trade Area: 104 N. Main Street - 10 min

	2023 Demand ($)	2023 Supply ($)	Opportunity Gap/Surplus ($)
Totals			
Total retail trade including food and drink (NAICS 44, 45 and 722)	71,262,010	61,662,078	9,599,932
Total retail trade (NAICS 44 and 45)	63,477,684	56,205,927	7,271,756
Motor Vehicle and Parts Dealers			
Motor vehicle and parts dealers (NAICS 441)	17,118,443	5,724,532	11,393,910
Automobile dealers (NAICS 4411)	14,642,847	42,890	14,599,957
New car dealers (NAICS 44111)	13,037,854	0	13,037,854
Used car dealers (NAICS 44112)	1,604,993	42,890	1,562,103
Other motor vehicle dealers (NAICS 4412)	1,350,324	0	1,350,324
Recreational vehicle dealers (NAICS 44121)	470,788	0	470,788
Motorcycle, boat, and other motor vehicle dealers (NAICS 44122)	879,535	0	879,535
Boat dealers (NAICS 441222)	297,238	0	297,238
Motorcycle, ATV, and all other motor vehicle dealers (NAICS 441228)	582,297	0	582,297
Automotive parts, accessories, and tire stores (NAICS 4413)	1,125,273	5,681,643	-4,556,370
Automotive parts and accessories stores (NAICS 44131)	712,055	5,681,643	-4,969,588
Tire dealers (NAICS 44132)	413,218	0	413,218
Furniture and Home Furnishings Stores			
Furniture and home furnishings stores (NAICS 442)	1,388,970	1,491,907	-102,937
Furniture stores (NAICS 4421)	807,573	391,893	415,681
Home furnishings stores (NAICS 4422)	581,396	1,100,014	-518,618
Floor covering stores (NAICS 44221)	292,637	507,949	-215,312
Other home furnishings stores (NAICS 44229)	288,759	592,065	-303,306
Window treatment stores (NAICS 442291)	12,962	0	12,962
All other home furnishings stores (NAICS 442299)	275,797	592,065	-316,269
Electronics and Appliance Stores			
Electronics and appliance stores (NAICS 443)	970,745	815,772	154,973
Household appliance stores (NAICS 443141)	212,702	433,995	-221,294
Electronics stores (NAICS 443142)	758,043	381,776	376,267
Building Material and Garden Equipment and Supplies Dealers			
Building material and garden equipment and supplies dealers (NAICS 444)	4,676,576	1,442,515	3,234,061
Building material and supplies dealers (NAICS 4441)	4,120,922	893,878	3,227,045
Home centers (NAICS 44411)	2,313,615	298,138	2,015,477
Paint and wallpaper stores (NAICS 44412)	164,339	0	164,339
Hardware stores (NAICS 44413)	340,042	297,772	42,270
Other building material dealers (NAICS 44419)	1,302,927	297,968	1,004,959
Lawn and garden equipment and supplies stores (NAICS 4442)	555,653	548,637	7,016
Outdoor power equipment stores (NAICS 44421)	119,411	263,266	-143,855
Nursery, garden center, and farm supply stores (NAICS 44422)	436,242	285,371	150,872
Food and Beverage Stores			
Food and beverage stores (NAICS 445)	8,480,947	18,368,371	-9,887,424
Grocery stores (NAICS 4451)	7,602,283	14,595,797	-6,993,514
Supermarkets and other grocery (except convenience) stores (NAICS 44511)	7,272,521	12,902,369	-5,629,848
Convenience stores (NAICS 44512)	329,762	1,693,428	-1,363,666
Specialty food stores (NAICS 4452)	218,982	0	218,982
Meat markets (NAICS 44521)	67,675	0	67,675
Fish and seafood markets (NAICS 44522)	26,535	0	26,535
Fruit and vegetable markets (NAICS 44523)	45,341	0	45,341
Other specialty food stores (NAICS 44529)	79,430	0	79,430
All other specialty food stores (NAICS 445299)	37,746	0	37,746
Beer, wine, and liquor stores (NAICS 4453)	659,682	3,772,574	-3,112,892
Health and Personal Care Stores			
Health and personal care stores (NAICS 446)	3,634,591	9,657,546	-6,022,955
Pharmacies and drug stores (NAICS 44611)	3,135,326	9,562,106	-6,426,779
Cosmetics, beauty supplies, and perfume stores (NAICS 44612)	218,472	95,440	123,032
Optical goods stores (NAICS 44613)	82,229	0	82,229
Other health and personal care stores (NAICS 44619)	198,563	0	198,563
Food (health) supplement stores (NAICS 446191)	70,025	0	70,025
All other health and personal care stores (NAICS 446199)	128,538	0	128,538
Gasoline Stations			
Gasoline stations (NAICS 447)	4,864,695	7,807,477	-2,942,782

Benchmark: USA

	2023 Demand ($)	2023 Supply ($)	Opportunity Gap/Surplus ($)
Clothing and Clothing Accessories Stores			
Clothing and clothing accessories stores (NAICS 448)	2,591,981	1,039,466	1,552,515
Clothing stores (NAICS 4481)	1,754,451	1,039,466	714,985
Men's clothing stores (NAICS 44811)	66,682	0	66,682
Women's clothing stores (NAICS 44812)	328,041	0	328,041
Children's and infants' clothing stores (NAICS 44813)	83,315	0	83,315
Family clothing stores (NAICS 44814)	1,040,799	664,898	375,901
Clothing accessories stores (NAICS 44815)	86,665	374,569	-287,904
Other clothing stores (NAICS 44819)	148,949	0	148,949
Shoe stores (NAICS 4482)	291,911	0	291,911
Jewelry, luggage, and leather goods stores (NAICS 4483)	545,618	0	545,618
Jewelry stores (NAICS 44831)	368,327	0	368,327
Luggage and leather goods stores (NAICS 44832)	177,292	0	177,292
Sporting Goods, Hobby, Musical Instrument, and Book Stores			
Sporting goods, hobby, musical instrument, and book stores (NAICS 451)	847,917	1,371,589	-523,672
Sporting goods, hobby, and musical instrument stores (NAICS 4511)	730,975	857,538	-126,563
Sporting goods stores (NAICS 45111)	468,790	345,154	123,636
Hobby, toy, and game stores (NAICS 45112)	199,188	317,118	-117,931
Sewing, needlework, and piece goods stores (NAICS 45113)	24,219	195,265	-171,046
Musical instrument and supplies stores (NAICS 45114)	38,778	0	38,778
Book stores and news dealers (NAICS 4512)	116,943	514,051	-397,109
Book stores (NAICS 451211)	109,262	434,971	-325,708
News dealers and newsstands (NAICS 451212)	7,680	79,080	-71,400
General Merchandise Stores			
General merchandise stores (NAICS 452)	7,394,049	3,071,256	4,322,793
Department stores (NAICS 4522)	910,289	0	910,289
Other general merchandise stores (NAICS 4523)	6,483,760	3,071,256	3,412,504
Warehouse clubs and supercenters (NAICS 452311)	5,872,944	189,029	5,683,915
All other general merchandise stores (NAICS 452319)	610,816	2,882,227	-2,271,411
Miscellaneous Store Retailers			
Miscellaneous store retailers (NAICS 453)	1,261,220	1,437,065	-175,844
Florists (NAICS 4531)	64,443	241,677	-177,234
Office supplies, stationery, and gift stores (NAICS 4532)	236,489	0	236,489
Office supplies and stationery stores (NAICS 45321)	107,191	0	107,191
Gift, novelty, and souvenir stores (NAICS 45322)	129,298	0	129,298
Used merchandise stores (NAICS 4533)	177,968	286,191	-108,223
Other miscellaneous store retailers (NAICS 4539)	782,321	909,197	-126,876
Pet and pet supplies stores (NAICS 45391)	224,135	0	224,135
Art dealers (NAICS 45392)	109,983	0	109,983
Manufactured (mobile) home dealers (NAICS 45393)	82,982	0	82,982
All other miscellaneous store retailers (NAICS 45399)	365,220	909,197	-543,977
Tobacco stores (NAICS 453991)	118,072	444,797	-326,725
All other miscellaneous store retailers (except tobacco stores) (NAICS 453998)	247,149	464,400	-217,251
Non-store Retailers			
Non-store retailers (NAICS 454)	10,247,550	3,978,432	6,269,119
Electronic shopping and mail-order houses (NAICS 4541)	9,837,344	479,613	9,357,731
Vending machine operators (NAICS 4542)	52,642	0	52,642
Direct selling establishments (NAICS 4543)	357,565	3,498,819	-3,141,254
Fuel dealers (NAICS 45431)	195,821	2,115,192	-1,919,371
Other direct selling establishments (NAICS 45439)	161,744	1,383,627	-1,221,883
Food Services and Drinking Places			
Food services and drinking places (NAICS 722)	7,784,326	5,456,150	2,328,176
Special food services (NAICS 7223)	601,037	0	601,037
Food service contractors (NAICS 72231)	477,073	0	477,073
Caterers (NAICS 72232)	111,913	0	111,913
Mobile food services (NAICS 72233)	12,051	0	12,051
Drinking places (alcoholic beverages) (NAICS 7224)	276,387	0	276,387
Restaurants and other eating places (NAICS 7225)	6,906,903	5,456,150	1,450,753
Full-service restaurants (NAICS 722511)	3,467,265	2,935,061	532,204
Limited-service restaurants (NAICS 722513)	2,919,543	0	2,919,543
Cafeterias, grill buffets, and buffets (NAICS 722514)	74,430	794,648	-720,218
Snack and non-alcoholic beverage bars (NAICS 722515)	445,665	1,726,441	-1,280,776

Benchmark: USA

Paschall
Wise
Oine
Church
Norlina
Warren Plains
Macon
Ridgeway
Highway 1 S
US-158-BR
158
104 N. Main Street - 10 min
Wa
Dr. Martin Luther King Jr. Blvd
NC Highway 58
Martin Luther King Jr. Blvd
Liberia
Marmaduke
401
NC Highway 58
Afton
Creek
Elberon
Vicksboro

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Retail Market Power® | Demand Growth by Retail Store Types
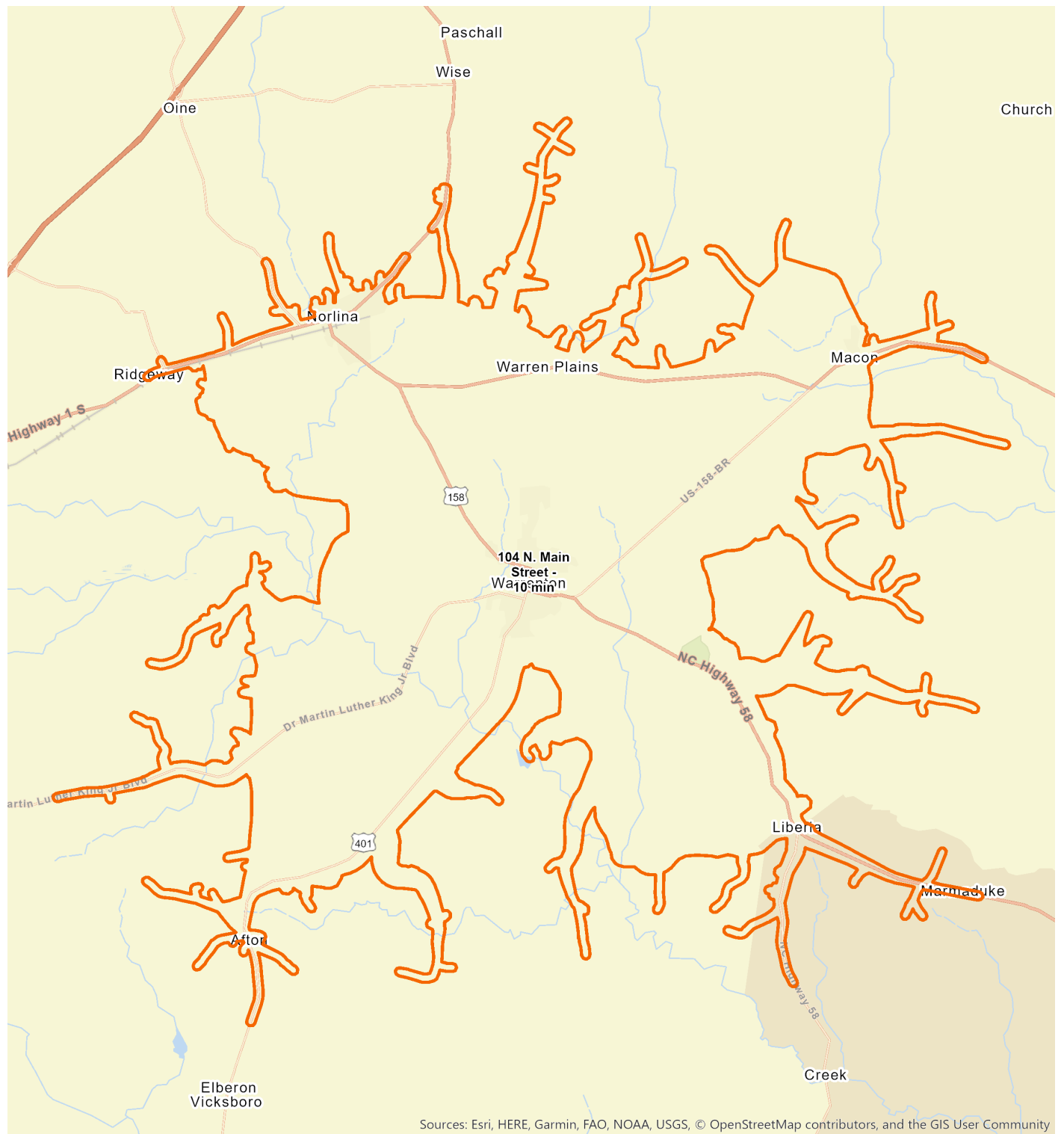
Trade Area: 104 N. Main Street - 10 min

	2023 Demand ($)	2028 Demand ($)	Growth ($)	Compound Annual Growth Rate (%)
Demand by Store Type				
Total demand for retail trade including food and drink (NAICS 44, 45 and 722)	71,262,010	75,740,066	4,478,056	1.23
Total demand retail trade (NAICS 44 and 45)	63,477,684	67,476,598	3,998,914	1.23
Motor Vehicle and Parts Dealers				
Motor vehicle and parts dealers (NAICS 441)	17,118,443	17,945,042	826,599	0.95
Automobile dealers (NAICS 4411)	14,642,847	15,314,851	672,004	0.90
New car dealers (NAICS 44111)	13,037,854	13,647,239	609,385	0.92
Used car dealers (NAICS 44112)	1,604,993	1,667,613	62,620	0.77
Other motor vehicle dealers (NAICS 4412)	1,350,324	1,352,299	1,975	0.03
Recreational vehicle dealers (NAICS 44121)	470,788	464,928	-5,860	-0.25
Motorcycle, boat, and other motor vehicle dealers (NAICS 44122)	879,535	887,370	7,835	0.18
Boat dealers (NAICS 441222)	297,238	293,728	-3,510	-0.24
Motorcycle, ATV, and all other motor vehicle dealers (NAICS 441228)	582,297	593,642	11,345	0.39
Automotive parts, accessories, and tire stores (NAICS 4413)	1,125,273	1,277,893	152,620	2.58
Automotive parts and accessories stores (NAICS 44131)	712,055	808,788	96,734	2.58
Tire dealers (NAICS 44132)	413,218	469,104	55,886	2.57
Furniture and Home Furnishings Stores				
Furniture and home furnishings stores (NAICS 442)	1,388,970	1,469,506	80,536	1.13
Furniture stores (NAICS 4421)	807,573	846,011	38,437	0.93
Home furnishings stores (NAICS 4422)	581,396	623,495	42,099	1.41
Floor covering stores (NAICS 44221)	292,637	320,635	27,998	1.84
Other home furnishings stores (NAICS 44229)	288,759	302,860	14,101	0.96
Window treatment stores (NAICS 442291)	12,962	12,206	-756	-1.19
All other home furnishings stores (NAICS 442299)	275,797	290,653	14,857	1.05
Electronics and Appliance Stores				
Electronics and appliance stores (NAICS 443)	970,745	1,030,711	59,967	1.21
Household appliance stores (NAICS 443141)	212,702	228,407	15,705	1.44
Electronics stores (NAICS 443142)	758,043	802,305	44,262	1.14
Building Material and Garden Equipment and Supplies Dealers				
Building material and garden equipment and supplies dealers (NAICS 444)	4,676,576	5,264,121	587,546	2.40
Building material and supplies dealers (NAICS 4441)	4,120,922	4,664,048	543,126	2.51
Home centers (NAICS 44411)	2,313,615	2,594,191	280,576	2.32
Paint and wallpaper stores (NAICS 44412)	164,339	212,265	47,926	5.25
Hardware stores (NAICS 44413)	340,042	382,004	41,962	2.35
Other building material dealers (NAICS 44419)	1,302,927	1,475,589	172,662	2.52
Lawn and garden equipment and supplies stores (NAICS 4442)	555,653	600,073	44,420	1.55
Outdoor power equipment stores (NAICS 44421)	119,411	127,544	8,133	1.33
Nursery, garden center, and farm supply stores (NAICS 44422)	436,242	472,529	36,287	1.61
Food and Beverage Stores				
Food and beverage stores (NAICS 445)	8,480,947	9,298,298	817,351	1.86
Grocery stores (NAICS 4451)	7,602,283	8,335,738	733,455	1.86
Supermarkets and other grocery (except convenience) stores (NAICS 44511)	7,272,521	7,975,462	702,940	1.86
Convenience stores (NAICS 44512)	329,762	360,276	30,514	1.79
Specialty food stores (NAICS 4452)	218,982	240,001	21,019	1.85
Meat markets (NAICS 44521)	67,675	73,884	6,208	1.77
Fish and seafood markets (NAICS 44522)	26,535	29,003	2,468	1.79
Fruit and vegetable markets (NAICS 44523)	45,341	50,007	4,666	1.98
Other specialty food stores (NAICS 44529)	79,430	87,107	7,677	1.86
All other specialty food stores (NAICS 445299)	37,746	41,100	3,354	1.72
Beer, wine, and liquor stores (NAICS 4453)	659,682	722,560	62,878	1.84
Health and Personal Care Stores				
Health and personal care stores (NAICS 446)	3,634,591	3,880,729	246,138	1.32
Pharmacies and drug stores (NAICS 44611)	3,135,326	3,330,338	195,012	1.21
Cosmetics, beauty supplies, and perfume stores (NAICS 44612)	218,472	233,503	15,031	1.34
Optical goods stores (NAICS 44613)	82,229	106,001	23,772	5.21
Other health and personal care stores (NAICS 44619)	198,563	210,886	12,323	1.21
Food (health) supplement stores (NAICS 446191)	70,025	74,484	4,458	1.24
All other health and personal care stores (NAICS 446199)	128,538	136,403	7,865	1.20
Gasoline Stations				
Gasoline stations (NAICS 447)	4,864,695	5,457,513	592,818	2.33

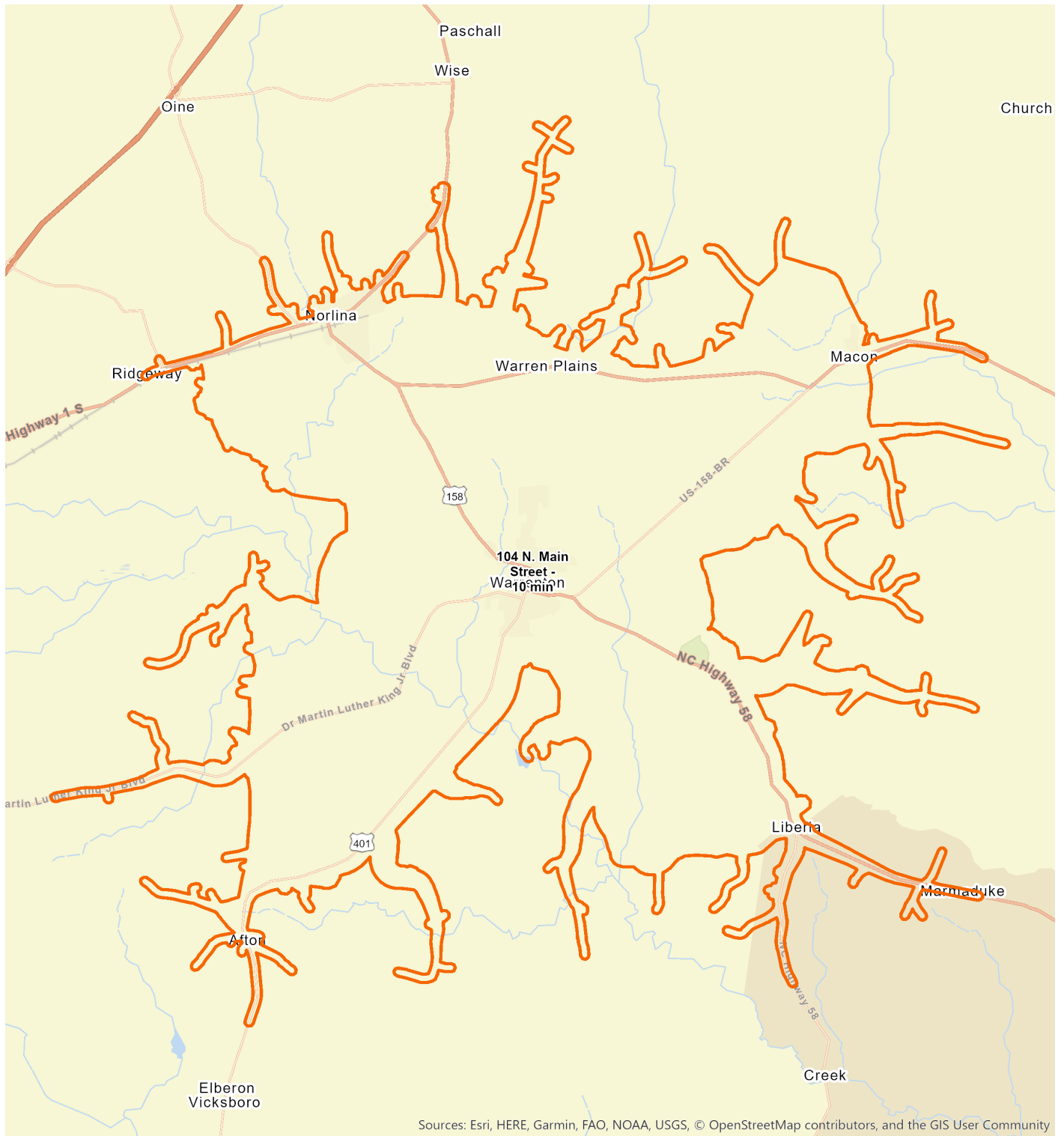# Retail Market Power® | Demand Growth by Retail Store Types

Trade Area: 104 N. Main Street - 10 min

	2023 Demand ($)	2028 Demand ($)	Growth ($)	Compound Annual Growth Rate (%)
Clothing and Clothing Accessories Stores				
Clothing and clothing accessories stores (NAICS 448)	2,591,981	2,389,566	-202,415	-1.61
Clothing stores (NAICS 4481)	1,754,451	1,607,460	-146,992	-1.74
Men's clothing stores (NAICS 44811)	66,682	58,759	-7,922	-2.50
Women's clothing stores (NAICS 44812)	328,041	301,716	-26,325	-1.66
Children's and infants' clothing stores (NAICS 44813)	83,315	75,406	-7,909	-1.98
Family clothing stores (NAICS 44814)	1,040,799	958,719	-82,080	-1.63
Clothing accessories stores (NAICS 44815)	86,665	77,911	-8,753	-2.11
Other clothing stores (NAICS 44819)	148,949	134,947	-14,002	-1.96
Shoe stores (NAICS 4482)	291,911	265,784	-26,128	-1.86
Jewelry, luggage, and leather goods stores (NAICS 4483)	545,618	516,323	-29,295	-1.10
Jewelry stores (NAICS 44831)	368,327	356,813	-11,513	-0.63
Luggage and leather goods stores (NAICS 44832)	177,292	159,510	-17,782	-2.09
Sporting Goods, Hobby, Musical Instrument, and Book Stores				
Sporting goods, hobby, musical instrument, and book stores (NAICS 451)	847,917	861,473	13,556	0.32
Sporting goods, hobby, and musical instrument stores (NAICS 4511)	730,975	736,827	5,852	0.16
Sporting goods stores (NAICS 45111)	468,790	460,809	-7,981	-0.34
Hobby, toy, and game stores (NAICS 45112)	199,188	211,177	11,989	1.18
Sewing, needlework, and piece goods stores (NAICS 45113)	24,219	22,795	-1,424	-1.21
Musical instrument and supplies stores (NAICS 45114)	38,778	42,046	3,268	1.63
Book stores and news dealers (NAICS 4512)	116,943	124,646	7,703	1.28
Book stores (NAICS 451211)	109,262	116,488	7,225	1.29
News dealers and newsstands (NAICS 451212)	7,680	8,158	478	1.22
General Merchandise Stores				
General merchandise stores (NAICS 452)	7,394,049	7,825,918	431,869	1.14
Department stores (NAICS 4522)	910,289	847,297	-62,992	-1.42
Other general merchandise stores (NAICS 4523)	6,483,760	6,978,621	494,861	1.48
Warehouse clubs and supercenters (NAICS 452311)	5,872,944	6,322,855	449,911	1.49
All other general merchandise stores (NAICS 452319)	610,816	655,766	44,950	1.43
Miscellaneous Store Retailers				
Miscellaneous store retailers (NAICS 453)	1,261,220	1,308,306	47,086	0.74
Florists (NAICS 4531)	64,443	68,710	4,268	1.29
Office supplies, stationery, and gift stores (NAICS 4532)	236,489	247,527	11,038	0.92
Office supplies and stationery stores (NAICS 45321)	107,191	118,666	11,475	2.06
Gift, novelty, and souvenir stores (NAICS 45322)	129,298	128,861	-437	-0.07
Used merchandise stores (NAICS 4533)	177,968	169,477	-8,490	-0.97
Other miscellaneous store retailers (NAICS 4539)	782,321	822,591	40,271	1.01
Pet and pet supplies stores (NAICS 45391)	224,135	250,739	26,604	2.27
Art dealers (NAICS 45392)	109,983	104,396	-5,588	-1.04
Manufactured (mobile) home dealers (NAICS 45393)	82,982	81,873	-1,109	-0.27
All other miscellaneous store retailers (NAICS 45399)	365,220	385,583	20,363	1.09
Tobacco stores (NAICS 453991)	118,072	128,444	10,372	1.70
All other miscellaneous store retailers (except tobacco stores) (NAICS 453998)	247,149	257,140	9,991	0.80
Non-store Retailers				
Non-store retailers (NAICS 454)	10,247,550	10,745,413	497,863	0.95
Electronic shopping and mail-order houses (NAICS 4541)	9,837,344	10,307,534	470,190	0.94
Vending machine operators (NAICS 4542)	52,642	57,915	5,273	1.93
Direct selling establishments (NAICS 4543)	357,565	379,965	22,400	1.22
Fuel dealers (NAICS 45431)	195,821	207,224	11,403	1.14
Other direct selling establishments (NAICS 45439)	161,744	172,741	10,998	1.32
Food Services and Drinking Places				
Food services and drinking places (NAICS 722)	7,784,326	8,263,468	479,142	1.20
Special food services (NAICS 7223)	601,037	630,916	29,880	0.97
Food service contractors (NAICS 72231)	477,073	499,111	22,037	0.91
Caterers (NAICS 72232)	111,913	118,990	7,077	1.23
Mobile food services (NAICS 72233)	12,051	12,816	765	1.24
Drinking places (alcoholic beverages) (NAICS 7224)	276,387	293,110	16,723	1.18
Restaurants and other eating places (NAICS 7225)	6,906,903	7,339,442	432,539	1.22
Full-service restaurants (NAICS 722511)	3,467,265	3,682,084	214,819	1.21
Limited-service restaurants (NAICS 722513)	2,919,543	3,104,046	184,503	1.23
Cafeterias, grill buffets, and buffets (NAICS 722514)	74,430	79,132	4,702	1.23
Snack and non-alcoholic beverage bars (NAICS 722515)	445,665	474,180	28,515	1.25

Benchmark: USA

Paschall

Wise

Oine

Church

Norlina

Ridgeway

Warren Plains

Macon

Highway 1 S

US-158-BR

158

104 N. Main
Street -
Warrenton
10 min

NC Highway 58

Dr Martin Luther King Jr Blvd

Martin Luther King Jr Blvd

Liberia

401

Marmaduke

Afton

Elberon
Vicksboro

Creek

Sources: Esri, HERE, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors, and the GIS User Community

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Benchmark:USA

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Report Details

Name: Executive Dashboard
Date / Time: 12/19/2023 11:24:36 AM
Workspace Vintage: 2023

Trade Area

Name	Level	Geographies
104 N. Main Street - 10 min		N/A

Benchmark

Name	Level	Geographies
USA	Entire US	United States

DataSource

Product	Provider	Copyright
Claritas Pop-Facts® Premier 2023	Claritas	©Claritas, LLC 2023 (https://claritas.easpotlight.com/Spotlight/About
Retail Market Power® - 2023 Estimates and 2028 Projections	Environics Analytics | U.S. Census Bureau | U.S. Bureau of Labour Statistics | Data Axle	©2023 Environics Analytics (https://claritas.easpotlight.com/Spotlight/About
Retail Market Power® - Growth Variables	Environics Analytics | U.S. Census Bureau | U.S. Bureau of Labour Statistics | Data Axle	©2023 Environics Analytics (https://claritas.easpotlight.com/Spotlight/About

Pop-Facts® Demographics | Population & Race

claritas

Trade Area: 104 N. Main Street - 20 min

POPULATION

13,498

HOUSEHOLDS

5,488

ETHNICITY

5.3%
Index: **113**

Hispanic/Latino

HISPANIC ORIGIN*

59.4%
Index: **98**

Mexican

HOME LANGUAGE*

95.3%
Index: **122**

Only English

MARITAL STATUS

Category	Trade Area	Benchmark
Never Married	35.4%	33.8%
Married, Spouse Present	34.5%	45.0%
Married, Spouse Absent	6.2%	4.6%
Divorced	14.6%	10.9%
Widowed	9.2%	5.7%

■ Trade Area ■ Benchmark
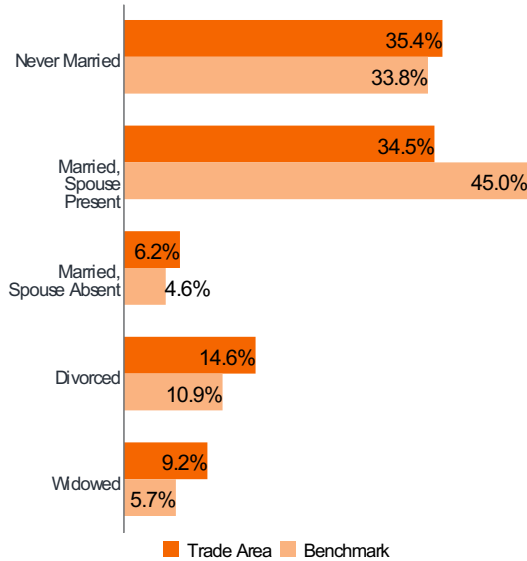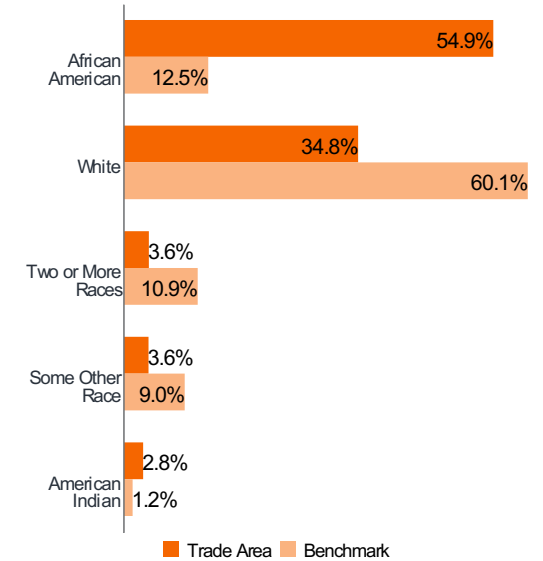
POPULATION BY AGE

Age	Count	%	Index
0 - 4	635	4.7	81
5 - 9	682	5.1	85
10 - 14	745	5.5	89
15 - 17	467	3.5	90
18 - 20	433	3.2	79
21 - 24	602	4.5	86
25 - 34	1,607	11.9	89
35 - 44	1,495	11.1	86
45 - 54	1,497	11.1	92
55 - 64	1,969	14.6	115
65 - 74	1,912	14.2	133
75 - 84	1,011	7.5	143
85+	443	3.3	159

POPULATION BY RACE**

Race	Trade Area	Benchmark
African American	54.9%	12.5%
White	34.8%	60.1%
Two or More Races	3.6%	10.9%
Some Other Race	3.6%	9.0%
American Indian	2.8%	1.2%

■ Trade Area ■ Benchmark

Benchmark: USA

*Top variable chosen from percent composition ranking

**Top 5 variables chosen from percent composition ranking

Index Colors:	<80	80 - 110	110+

169

Pop-Facts® Demographics | Housing & Household

claritas

Trade Area: 104 N. Main Street - 20 min

Population: 13,498 | **Households:** 5,488

MEDIAN AGE OF HOUSEHOLDER

60

Index:113

PRESENCE OF CHILDREN*

30.2%

Index: 90

HOUSEHOLD TYPE

NonFamily HHs 33.9%

Family HHs 66.1%

HOUSING TENURE

67.3%

Own

Index: 105

RENT

32.7%

Rent

Index:92

AGE OF HOUSING**

19 - 28 years old

% Comp:**20.4**   Index:**149**

HOUSEHOLD SIZE
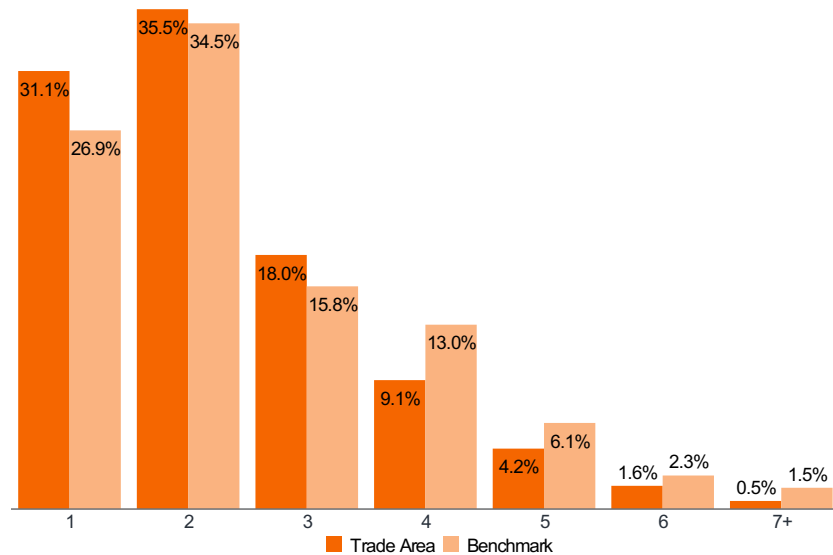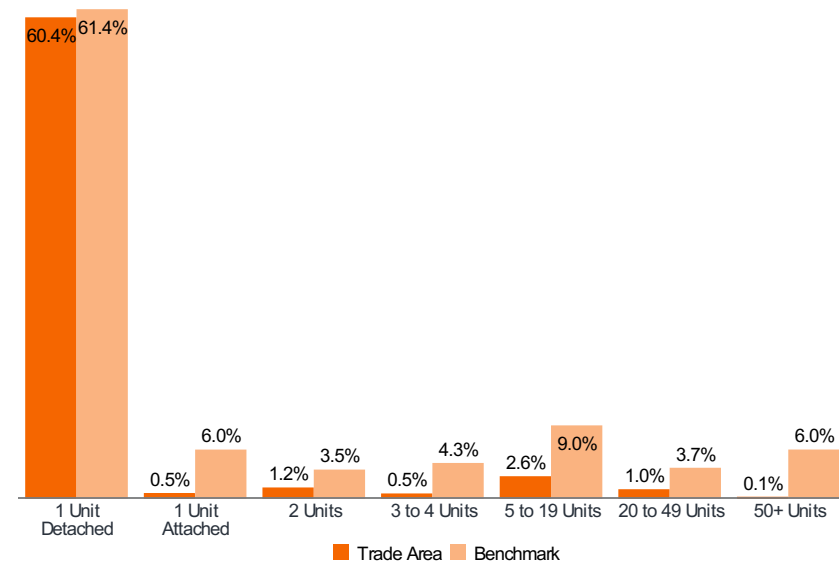
	1	2	3	4	5	6	7+
Trade Area	31.1%	35.5%	18.0%	9.1%	4.2%	1.6%	0.5%
Benchmark	26.9%	34.5%	15.8%	13.0%	6.1%	2.3%	1.5%

Trade Area   Benchmark

HOUSING UNITS IN STRUCTURE

	1 Unit Detached	1 Unit Attached	2 Units	3 to 4 Units	5 to 19 Units	20 to 49 Units	50+ Units
Trade Area	60.4%	0.5%	1.2%	0.5%	2.6%	1.0%	0.1%
Benchmark	61.4%	6.0%	3.5%	4.3%	9.0%	3.7%	6.0%

Trade Area   Benchmark

Benchmark: USA

*Uses the variable "Households with people under age 18"

**Chosen from percent composition ranking

Index Colors:	<80	80 - 110	110+

Pop-Facts® Demographics | Affluence & Education

claritas

Trade Area: 104 N. Main Street - 20 min

Population: 13,498 | **Households:** 5,488

EDUCATIONAL ATTAINMENT: TOP 2*

40.6%
Index: **151**

High School Graduate

20.6%
Index: **103**

Some College, No Degree

EDUCATION: HISPANIC/LATINO

0.4%
Index: **15**

Bachelor's degree or higher

POVERTY STATUS

82.6%
Index: **91**

At or above poverty

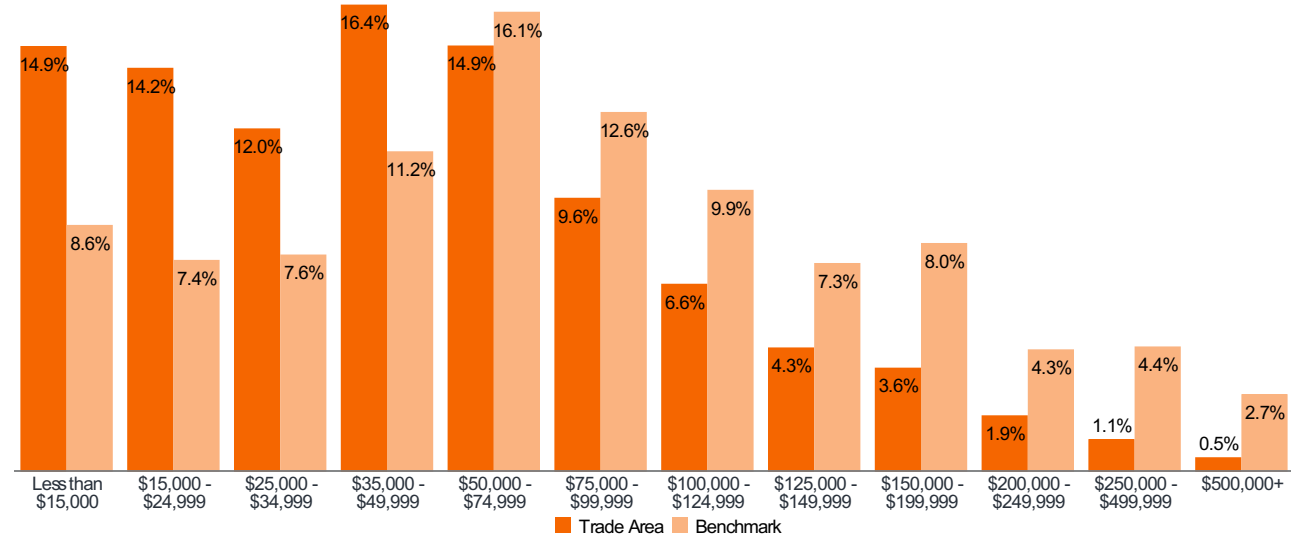## HOUSEHOLD INCOME

Median Household Income

$42,685

Index: **58**

Average Household Income

$62,586

Index: **60**

HOUSEHOLD INCOME DISTRIBUTION

Income Range	Trade Area	Benchmark
Less than $15,000	14.9%	8.6%
$15,000 - $24,999	14.2%	7.4%
$25,000 - $34,999	12.0%	7.6%
$35,000 - $49,999	16.4%	11.2%
$50,000 - $74,999	14.9%	16.1%
$75,000 - $99,999	9.6%	12.6%
$100,000 - $124,999	6.6%	9.9%
$125,000 - $149,999	4.3%	7.3%
$150,000 - $199,999	3.6%	8.0%
$200,000 - $249,999	1.9%	4.3%
$250,000 - $499,999	1.1%	4.4%
$500,000+	0.5%	2.7%

■ Trade Area ■ Benchmark

*Ranked by percent composition

Index Colors:	<80	80 - 110	110+

Pop-Facts® Demographics | Employment & Occupation

Trade Area: 104 N. Main Street - 20 min

Population: 13,498 | **Households:** 5,488

OCCUPATIONAL CLASS*

44.1%
Index:**73**

White Collar

UNEMPLOYMENT RATE

9.1%
Index:**194**

Percent of civilian labor force unemployed

METHOD OF TRAVEL TO WORK: TOP 2*

80.5%
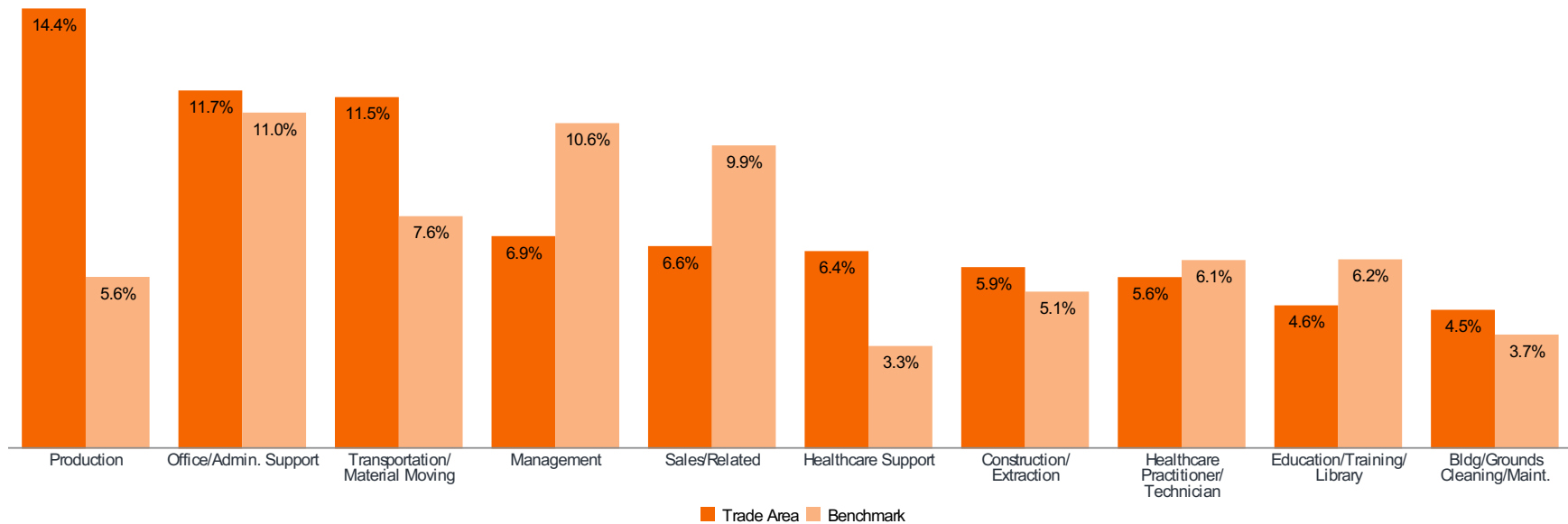Index:**107**

Travel to work by **Driving Alone**

11.1%
Index:**126**

Travel to work by **Carpooling**

OCCUPATION: TOP 10*

Occupation	Trade Area	Benchmark
Production	14.4%	5.6%
Office/Admin. Support	11.7%	11.0%
Transportation/Material Moving	11.5%	7.6%
Management	6.9%	10.6%
Sales/Related	6.6%	9.9%
Healthcare Support	6.4%	3.3%
Construction/Extraction	5.9%	5.1%
Healthcare Practitioner/Technician	5.6%	6.1%
Education/Training/Library	4.6%	6.2%
Bldg/Grounds Cleaning/Maint.	4.5%	3.7%

■ Trade Area ■ Benchmark

Benchmark: USA

Chosen from percent composition ranking

Index Colors:	<80	80 - 110	110+

172

Trade Area: 104 N. Main Street - 20 min

Population: 13,498 | **Households:** 5,488

Sources: Esri, HERE, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors, and the GIS User Community

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Trade Area: 104 N. Main Street - 20 min

POPULATION

The population in this area is estimated to change from **13,779** to **13,498**, resulting in a growth of **-2.0%** between 2020 and the current year. Over the next five years, the population is projected to grow by **-2.9%**.

The population in the base area is estimated to change from **331,449,281** to **334,500,069**, resulting in a growth of **0.9%** between 2020 and the current year. Over the next five years, the population is projected to grow by **2.1%**.

The current year median age for this area is **45.6**, while the average age is **44.5**. Five years from now, the median age is projected to be **46.0**.

The current year median age for the base area is **39.2**, while the average age is **40.2**. Five years from now, the median age is projected to be **40.3**.

Of this area's current year estimated population:
34.8% are White Alone, **54.9%** are Black or African American Alone, **2.8%** are American Indian and Alaska Nat. Alone, **0.3%** are Asian Alone, **0.0%** are Nat. Hawaiian and Other Pacific Isl. Alone, **3.6%** are Some Other Race, and **3.6%** are Two or More Races.

Of the base area's current year estimated population:
60.1% are White Alone, **12.5%** are Black or African American Alone, **1.2%** are American Indian and Alaska Nat. Alone, **6.2%** are Asian Alone, **0.2%** are Nat. Hawaiian and Other Pacific Isl. Alone, **9.0%** are Some Other Race, and **10.9%** are Two or More Races.

This area's current estimated Hispanic or Latino population is **5.3%**, while the base area's current estimated Hispanic or Latino population is **19.9%**.

HOUSEHOLD

The number of households in this area is estimated to change from **5,537** to **5,488**, resulting in an increase of **-0.9%** between 2020 and the current year. Over the next five years, the number of households is projected to increase by **-1.7%**.

The number of households in the base area is estimated to change from **126,817,580** to **128,298,155**, resulting in an increase of **1.2%** between 2020 and the current year. Over the next five years, the number of households is projected to increase by **2.4%**.

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Trade Area: 104 N. Main Street - 20 min

EDUCATION

Currently, it is estimated that **3.2%** of the population age 25 and over in this area had earned a Master's Degree, **0.6%** had earned a Professional School Degree, **0.7%** had earned a Doctorate Degree and **7.9%** had earned a Bachelor's Degree.

In comparison, for the base area, it is estimated that for the population over age 25, **9.1%** had earned a Master's Degree, **2.2%** had earned a Professional School Degree, **1.5%** had earned a Doctorate Degree and **20.2%** had earned a Bachelor's Degree.

INCOME

The average household income is estimated to be **$62,585.9** for the current year, while the average household income for the base area is estimated to be **$104,972** for the same time frame.

The average household income in this area is projected to change over the next five years, from **$62,585.9** to **$71,436.4**.

The average household income in the base area is projected to change over the next five years, from **$104,972** to **$118,758**.

HOUSING

Most of the dwellings in this area (**67.3%**) are estimated to be **Owner-Occupied** for the current year. For the base area the majority of the housing units are **Owner-Occupied** (**64.4%**).

The majority of dwellings in this area (**60.4%**) are estimated to be structures of **1 Unit Detached** for the current year. The majority of the dwellings in the base area (**61.4%**) are estimated to be structure of **1 Unit Detached** for the same year.

The majority of housing units in this area (**20.4%**) are estimated to have been **Built 1990 to 1999** for the current year.

The majority of housing units in the base area (**14.6%**) are estimated to have been **Built 1970 to 1979** for the current year.

Benchmark: USA

Trade Area: 104 N. Main Street - 20 min

LABOR

For this area, **104 N. Main Street - 20 min**, **90.9%** of the labor force is estimated to be employed for the current year.

The employment status of the population age 16 and over is as follows:
0.0% are in the Armed Forces, **48.1%** are employed civilians, **4.8%** are unemployed civilians, and **47.1%** are not in the labor force.

The occupational classification for this area are as follows:
35.3% hold blue collar occupations, **44.1%** hold white collar occupations, and **20.6%** are occupied as service & farm workers.

For the civilian employed population age 16 and over in this area, it is estimated that they are employed in the following occupational categories:
0.2% are in Architecture and Engineering, **0.9%** are in Arts, Entertainment and Sports, **3.6%** are in Business and Financial Operations, **0.2%** are in Computers and Mathematics, **4.6%** are in Education, Training and Libraries, **5.6%** are in Healthcare Practitioners and Technicians, **6.4%** are in Healthcare Support, **1.9%** are in Life, Physical and Social Sciences, **6.9%** are in Management, **11.7%** are in Office and Administrative Support.

1.3% are in Community and Social Services, **2.9%** are in Food Preparation and Serving, **0.6%** are in Legal Services, **2.8%** are in Protective Services, **6.6%** are in Sales and Related Services, **2.4%** are in Personal Care Services.

4.5% are in Building and Grounds Maintenance, **5.9%** are in Construction and Extraction, **1.5%** are in Farming, Fishing and Forestry, **3.5%** are in Maintenance and Repair, **14.4%** are in Production, **11.5%** are in Transportation and Moving.

For the base area, **USA**, **95.3%** of the labor force is estimated to be employed for the current year.

The employment status of the population age 16 and over is as follows:
0.4% are in the Armed Forces, **60.1%** are employed civilians, **3.0%** are unemployed civilians, and **36.5%** are not in the labor force.

The occupational classification for the base area are as follows:
21.3% hold blue collar occupations, **60.5%** hold white collar occupations, and **18.2%** are occupied as service & farm workers.

For the civilian employed population age 16 and over in the base area, it is estimated that they are employed in the following occupational categories:
2.0% are in Architecture and Engineering, **2.0%** are in Arts, Entertainment and Sports, **5.4%** are in Business and Financial Operations, **3.3%** are in Computers and Mathematics, **6.2%** are in Education, Training and Libraries, **6.1%** are in Healthcare Practitioners and Technicians, **3.3%** are in Healthcare Support, **1.0%** are in Life, Physical and Social Sciences, **10.6%** are in Management, **11.0%** are in Office and Administrative Support.

1.8% are in Community and Social Services, **5.6%** are in Food Preparation and Serving, **1.1%** are in Legal Services, **2.2%** are in Protective Services, **9.9%** are in Sales and Related Services, **2.7%** are in Personal Care Services.

3.7% are in Building and Grounds Maintenance, **5.1%** are in Construction and Extraction, **0.6%** are in Farming, Fishing and Forestry, **3.1%** are in Maintenance and Repair, **5.6%** are in Production, **7.6%** are in Transportation and Moving.

	2023 Demand ($)	2023 Supply ($)	Opportunity Gap/Surplus ($)
Totals			
Total retail trade including food and drink (NAICS 44, 45 and 722)	227,777,384	124,224,668	103,552,717
Total retail trade (NAICS 44 and 45)	202,855,676	115,558,548	87,297,128
Motor Vehicle and Parts Dealers			
Motor vehicle and parts dealers (NAICS 441)	54,710,828	9,611,919	45,098,909
Automobile dealers (NAICS 4411)	46,837,546	178,605	46,658,941
New car dealers (NAICS 44111)	41,703,005	43,811	41,659,193
Used car dealers (NAICS 44112)	5,134,541	134,793	4,999,748
Other motor vehicle dealers (NAICS 4412)	4,282,598	321,947	3,960,651
Recreational vehicle dealers (NAICS 44121)	1,487,890	70,135	1,417,755
Motorcycle, boat, and other motor vehicle dealers (NAICS 44122)	2,794,708	251,812	2,542,896
Boat dealers (NAICS 441222)	939,566	124,453	815,113
Motorcycle, ATV, and all other motor vehicle dealers (NAICS 441228)	1,855,142	127,359	1,727,783
Automotive parts, accessories, and tire stores (NAICS 4413)	3,590,684	9,111,367	-5,520,683
Automotive parts and accessories stores (NAICS 44131)	2,271,507	9,110,985	-6,839,478
Tire dealers (NAICS 44132)	1,319,177	382	1,318,796
Furniture and Home Furnishings Stores			
Furniture and home furnishings stores (NAICS 442)	4,407,198	1,763,569	2,643,630
Furniture stores (NAICS 4421)	2,566,825	452,383	2,114,442
Home furnishings stores (NAICS 4422)	1,840,374	1,311,186	529,187
Floor covering stores (NAICS 44221)	920,567	600,352	320,215
Other home furnishings stores (NAICS 44229)	919,807	710,834	208,973
Window treatment stores (NAICS 442291)	41,683	0	41,683
All other home furnishings stores (NAICS 442299)	878,124	710,834	167,290
Electronics and Appliance Stores			
Electronics and appliance stores (NAICS 443)	3,090,376	950,403	2,139,973
Household appliance stores (NAICS 443141)	676,281	507,360	168,920
Electronics stores (NAICS 443142)	2,414,095	443,042	1,971,052
Building Material and Garden Equipment and Supplies Dealers			
Building material and garden equipment and supplies dealers (NAICS 444)	14,807,210	9,009,728	5,797,483
Building material and supplies dealers (NAICS 4441)	13,037,921	7,080,250	5,957,672
Home centers (NAICS 44411)	7,324,623	2,007,115	5,317,509
Paint and wallpaper stores (NAICS 44412)	523,201	994,012	-470,811
Hardware stores (NAICS 44413)	1,076,322	1,602,792	-526,470
Other building material dealers (NAICS 44419)	4,113,775	2,476,331	1,637,444
Lawn and garden equipment and supplies stores (NAICS 4442)	1,769,289	1,929,478	-160,189
Outdoor power equipment stores (NAICS 44421)	379,955	706,010	-326,055
Nursery, garden center, and farm supply stores (NAICS 44422)	1,389,334	1,223,468	165,867
Food and Beverage Stores			
Food and beverage stores (NAICS 445)	27,198,345	38,119,965	-10,921,620
Grocery stores (NAICS 4451)	24,386,258	30,963,619	-6,577,361
Supermarkets and other grocery (except convenience) stores (NAICS 44511)	23,327,588	28,166,973	-4,839,386
Convenience stores (NAICS 44512)	1,058,670	2,796,645	-1,737,975
Specialty food stores (NAICS 4452)	703,068	16,202	686,867
Meat markets (NAICS 44521)	217,283	0	217,283
Fish and seafood markets (NAICS 44522)	85,200	8,754	76,446
Fruit and vegetable markets (NAICS 44523)	145,559	0	145,559
Other specialty food stores (NAICS 44529)	255,026	7,447	247,579
All other specialty food stores (NAICS 445299)	121,146	4,115	117,032
Beer, wine, and liquor stores (NAICS 4453)	2,109,019	7,140,145	-5,031,126
Health and Personal Care Stores			
Health and personal care stores (NAICS 446)	11,555,672	19,298,263	-7,742,591
Pharmacies and drug stores (NAICS 44611)	9,975,886	18,746,540	-8,770,655
Cosmetics, beauty supplies, and perfume stores (NAICS 44612)	695,411	278,868	416,543
Optical goods stores (NAICS 44613)	252,910	37,661	215,250
Other health and personal care stores (NAICS 44619)	631,465	235,193	396,271
Food (health) supplement stores (NAICS 446191)	222,765	117,428	105,337
All other health and personal care stores (NAICS 446199)	408,700	117,765	290,934
Gasoline Stations			
Gasoline stations (NAICS 447)	15,728,214	15,661,131	67,083

Benchmark: USA

	2023 Demand ($)	2023 Supply ($)	Opportunity Gap/Surplus ($)
Clothing and Clothing Accessories Stores			
Clothing and clothing accessories stores (NAICS 448)	8,288,139	1,630,163	6,657,976
Clothing stores (NAICS 4481)	5,615,959	1,512,350	4,103,609
Men's clothing stores (NAICS 44811)	213,020	12,496	200,524
Women's clothing stores (NAICS 44812)	1,048,541	57,946	990,594
Children's and infants' clothing stores (NAICS 44813)	271,226	0	271,226
Family clothing stores (NAICS 44814)	3,329,912	941,366	2,388,546
Clothing accessories stores (NAICS 44815)	276,958	482,880	-205,923
Other clothing stores (NAICS 44819)	476,303	17,661	458,641
Shoe stores (NAICS 4482)	936,538	61	936,476
Jewelry, luggage, and leather goods stores (NAICS 4483)	1,735,642	117,752	1,617,890
Jewelry stores (NAICS 44831)	1,168,755	117,752	1,051,003
Luggage and leather goods stores (NAICS 44832)	566,887	0	566,887
Sporting Goods, Hobby, Musical Instrument, and Book Stores			
Sporting goods, hobby, musical instrument, and book stores (NAICS 451)	2,719,841	1,773,502	946,339
Sporting goods, hobby, and musical instrument stores (NAICS 4511)	2,344,109	1,150,269	1,193,840
Sporting goods stores (NAICS 45111)	1,501,873	474,989	1,026,885
Hobby, toy, and game stores (NAICS 45112)	640,921	431,217	209,704
Sewing, needlework, and piece goods stores (NAICS 45113)	77,701	244,063	-166,363
Musical instrument and supplies stores (NAICS 45114)	123,614	0	123,614
Book stores and news dealers (NAICS 4512)	375,732	623,233	-247,501
Book stores (NAICS 451211)	351,039	532,028	-180,989
News dealers and newsstands (NAICS 451212)	24,693	91,205	-66,512
General Merchandise Stores			
General merchandise stores (NAICS 452)	23,661,420	8,191,556	15,469,864
Department stores (NAICS 4522)	2,910,370	735,520	2,174,850
Other general merchandise stores (NAICS 4523)	20,751,051	7,456,036	13,295,014
Warehouse clubs and supercenters (NAICS 452311)	18,796,361	2,155,612	16,640,749
All other general merchandise stores (NAICS 452319)	1,954,690	5,300,424	-3,345,734
Miscellaneous Store Retailers			
Miscellaneous store retailers (NAICS 453)	4,016,931	2,220,810	1,796,121
Florists (NAICS 4531)	205,057	283,742	-78,685
Office supplies, stationery, and gift stores (NAICS 4532)	754,028	49,470	704,558
Office supplies and stationery stores (NAICS 45321)	343,237	43,203	300,034
Gift, novelty, and souvenir stores (NAICS 45322)	410,791	6,267	404,524
Used merchandise stores (NAICS 4533)	563,189	337,782	225,406
Other miscellaneous store retailers (NAICS 4539)	2,494,657	1,549,816	944,841
Pet and pet supplies stores (NAICS 45391)	717,470	53,521	663,949
Art dealers (NAICS 45392)	347,929	0	347,929
Manufactured (mobile) home dealers (NAICS 45393)	262,223	68,635	193,588
All other miscellaneous store retailers (NAICS 45399)	1,167,035	1,427,660	-260,625
Tobacco stores (NAICS 453991)	381,226	692,607	-311,381
All other miscellaneous store retailers (except tobacco stores) (NAICS 453998)	785,810	735,054	50,756
Non-store Retailers			
Non-store retailers (NAICS 454)	32,671,503	7,327,540	25,343,963
Electronic shopping and mail-order houses (NAICS 4541)	31,362,929	573,329	30,789,599
Vending machine operators (NAICS 4542)	169,080	745,828	-576,748
Direct selling establishments (NAICS 4543)	1,139,494	6,008,383	-4,868,889
Fuel dealers (NAICS 45431)	624,457	3,798,741	-3,174,284
Other direct selling establishments (NAICS 45439)	515,038	2,209,642	-1,694,605
Food Services and Drinking Places			
Food services and drinking places (NAICS 722)	24,921,709	8,666,120	16,255,589
Special food services (NAICS 7223)	1,916,719	65,775	1,850,944
Food service contractors (NAICS 72231)	1,519,069	65,775	1,453,293
Caterers (NAICS 72232)	358,982	0	358,982
Mobile food services (NAICS 72233)	38,669	0	38,669
Drinking places (alcoholic beverages) (NAICS 7224)	875,782	390	875,393
Restaurants and other eating places (NAICS 7225)	22,129,207	8,599,955	13,529,252
Full-service restaurants (NAICS 722511)	11,093,674	4,040,010	7,053,665
Limited-service restaurants (NAICS 722513)	9,366,791	796,292	8,570,499
Cafeterias, grill buffets, and buffets (NAICS 722514)	238,802	1,034,546	-795,744
Snack and non-alcoholic beverage bars (NAICS 722515)	1,429,939	2,729,107	-1,299,168

Benchmark: USA

Sources: Esri, HERE, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors, and the GIS User Community

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Retail Market Power® | Demand Growth by Retail Store Types

Trade Area: 104 N. Main Street - 20 min

Demand by Store Type	2023 Demand ($)	2028 Demand ($)	Growth ($)	Compound Annual Growth Rate (%)
Demand by Store Type				
Total demand for retail trade including food and drink (NAICS 44, 45 and 722)	227,777,384	242,350,608	14,573,223	1.25
Total demand retail trade (NAICS 44 and 45)	202,855,676	215,711,655	12,855,979	1.24
Motor Vehicle and Parts Dealers				
Motor vehicle and parts dealers (NAICS 441)	54,710,828	57,575,685	2,864,857	1.03
Automobile dealers (NAICS 4411)	46,837,546	49,142,023	2,304,477	0.96
New car dealers (NAICS 44111)	41,703,005	43,788,600	2,085,596	0.98
Used car dealers (NAICS 44112)	5,134,541	5,353,423	218,882	0.84
Other motor vehicle dealers (NAICS 4412)	4,282,598	4,356,297	73,699	0.34
Recreational vehicle dealers (NAICS 44121)	1,487,890	1,500,126	12,236	0.16
Motorcycle, boat, and other motor vehicle dealers (NAICS 44122)	2,794,708	2,856,171	61,463	0.44
Boat dealers (NAICS 441222)	939,566	947,629	8,062	0.17
Motorcycle, ATV, and all other motor vehicle dealers (NAICS 441228)	1,855,142	1,908,543	53,401	0.57
Automotive parts, accessories, and tire stores (NAICS 4413)	3,590,684	4,077,365	486,681	2.58
Automotive parts and accessories stores (NAICS 44131)	2,271,507	2,580,172	308,665	2.58
Tire dealers (NAICS 44132)	1,319,177	1,497,193	178,016	2.56
Furniture and Home Furnishings Stores				
Furniture and home furnishings stores (NAICS 442)	4,407,198	4,707,609	300,411	1.33
Furniture stores (NAICS 4421)	2,566,825	2,710,573	143,748	1.10
Home furnishings stores (NAICS 4422)	1,840,374	1,997,036	156,662	1.65
Floor covering stores (NAICS 44221)	920,567	1,027,605	107,039	2.22
Other home furnishings stores (NAICS 44229)	919,807	969,431	49,624	1.06
Window treatment stores (NAICS 442291)	41,683	38,978	-2,705	-1.33
All other home furnishings stores (NAICS 442299)	878,124	930,452	52,328	1.16
Electronics and Appliance Stores				
Electronics and appliance stores (NAICS 443)	3,090,376	3,296,670	206,295	1.30
Household appliance stores (NAICS 443141)	676,281	729,102	52,821	1.51
Electronics stores (NAICS 443142)	2,414,095	2,567,568	153,474	1.24
Building Material and Garden Equipment and Supplies Dealers				
Building material and garden equipment and supplies dealers (NAICS 444)	14,807,210	16,741,987	1,934,777	2.49
Building material and supplies dealers (NAICS 4441)	13,037,921	14,818,761	1,780,839	2.59
Home centers (NAICS 44411)	7,324,623	8,248,581	923,957	2.40
Paint and wallpaper stores (NAICS 44412)	523,201	669,941	146,740	5.07
Hardware stores (NAICS 44413)	1,076,322	1,214,572	138,250	2.45
Other building material dealers (NAICS 44419)	4,113,775	4,685,667	571,892	2.64
Lawn and garden equipment and supplies stores (NAICS 4442)	1,769,289	1,923,226	153,937	1.68
Outdoor power equipment stores (NAICS 44421)	379,955	407,851	27,896	1.43
Nursery, garden center, and farm supply stores (NAICS 44422)	1,389,334	1,515,375	126,041	1.75
Food and Beverage Stores				
Food and beverage stores (NAICS 445)	27,198,345	29,688,524	2,490,179	1.77
Grocery stores (NAICS 4451)	24,386,258	26,606,645	2,220,387	1.76
Supermarkets and other grocery (except convenience) stores (NAICS 44511)	23,327,588	25,453,260	2,125,673	1.76
Convenience stores (NAICS 44512)	1,058,670	1,153,384	94,714	1.73
Specialty food stores (NAICS 4452)	703,068	766,555	63,487	1.74
Meat markets (NAICS 44521)	217,283	236,255	18,972	1.69
Fish and seafood markets (NAICS 44522)	85,200	92,714	7,514	1.71
Fruit and vegetable markets (NAICS 44523)	145,559	159,466	13,907	1.84
Other specialty food stores (NAICS 44529)	255,026	278,120	23,094	1.75
All other specialty food stores (NAICS 445299)	121,146	131,410	10,264	1.64
Beer, wine, and liquor stores (NAICS 4453)	2,109,019	2,315,324	206,305	1.88
Health and Personal Care Stores				
Health and personal care stores (NAICS 446)	11,555,672	12,285,170	729,499	1.23
Pharmacies and drug stores (NAICS 44611)	9,975,886	10,547,601	571,715	1.12
Cosmetics, beauty supplies, and perfume stores (NAICS 44612)	695,411	739,436	44,025	1.24
Optical goods stores (NAICS 44613)	252,910	331,120	78,209	5.54
Other health and personal care stores (NAICS 44619)	631,465	667,015	35,550	1.10
Food (health) supplement stores (NAICS 446191)	222,765	235,656	12,891	1.13
All other health and personal care stores (NAICS 446199)	408,700	431,359	22,659	1.08
Gasoline Stations				
Gasoline stations (NAICS 447)	15,728,214	17,554,511	1,826,297	2.22

Retail Market Power® | Demand Growth by Retail Store Types

Trade Area: 104 N. Main Street - 20 min

	2023 Demand ($)	2028 Demand ($)	Growth ($)	Compound Annual Growth Rate (%)
Clothing and Clothing Accessories Stores				
Clothing and clothing accessories stores (NAICS 448)	8,288,139	7,650,749	-637,389	-1.59
Clothing stores (NAICS 4481)	5,615,959	5,149,837	-466,122	-1.72
Men's clothing stores (NAICS 44811)	213,020	188,382	-24,637	-2.43
Women's clothing stores (NAICS 44812)	1,048,541	965,556	-82,984	-1.64
Children's and infants' clothing stores (NAICS 44813)	271,226	243,027	-28,199	-2.17
Family clothing stores (NAICS 44814)	3,329,912	3,071,160	-258,752	-1.60
Clothing accessories stores (NAICS 44815)	276,958	249,556	-27,402	-2.06
Other clothing stores (NAICS 44819)	476,303	432,155	-44,148	-1.93
Shoe stores (NAICS 4482)	936,538	849,459	-87,078	-1.93
Jewelry, luggage, and leather goods stores (NAICS 4483)	1,735,642	1,651,453	-84,189	-0.99
Jewelry stores (NAICS 44831)	1,168,755	1,140,673	-28,082	-0.48
Luggage and leather goods stores (NAICS 44832)	566,887	510,780	-56,107	-2.06
Sporting Goods, Hobby, Musical Instrument, and Book Stores				
Sporting goods, hobby, musical instrument, and book stores (NAICS 451)	2,719,841	2,760,884	41,043	0.30
Sporting goods, hobby, and musical instrument stores (NAICS 4511)	2,344,109	2,362,934	18,825	0.16
Sporting goods stores (NAICS 45111)	1,501,873	1,479,512	-22,361	-0.30
Hobby, toy, and game stores (NAICS 45112)	640,921	676,695	35,774	1.09
Sewing, needlework, and piece goods stores (NAICS 45113)	77,701	72,719	-4,982	-1.32
Musical instrument and supplies stores (NAICS 45114)	123,614	134,008	10,394	1.63
Book stores and news dealers (NAICS 4512)	375,732	397,950	22,218	1.16
Book stores (NAICS 451211)	351,039	371,843	20,804	1.16
News dealers and newsstands (NAICS 451212)	24,693	26,107	1,414	1.12
General Merchandise Stores				
General merchandise stores (NAICS 452)	23,661,420	24,989,863	1,328,442	1.10
Department stores (NAICS 4522)	2,910,370	2,710,015	-200,355	-1.42
Other general merchandise stores (NAICS 4523)	20,751,051	22,279,848	1,528,798	1.43
Warehouse clubs and supercenters (NAICS 452311)	18,796,361	20,185,073	1,388,712	1.44
All other general merchandise stores (NAICS 452319)	1,954,690	2,094,775	140,085	1.39
Miscellaneous Store Retailers				
Miscellaneous store retailers (NAICS 453)	4,016,931	4,195,332	178,401	0.87
Florists (NAICS 4531)	205,057	219,737	14,679	1.39
Office supplies, stationery, and gift stores (NAICS 4532)	754,028	792,306	38,278	0.99
Office supplies and stationery stores (NAICS 45321)	343,237	379,698	36,461	2.04
Gift, novelty, and souvenir stores (NAICS 45322)	410,791	412,609	1,817	0.09
Used merchandise stores (NAICS 4533)	563,189	541,316	-21,872	-0.79
Other miscellaneous store retailers (NAICS 4539)	2,494,657	2,641,972	147,316	1.15
Pet and pet supplies stores (NAICS 45391)	717,470	808,097	90,627	2.41
Art dealers (NAICS 45392)	347,929	333,417	-14,511	-0.85
Manufactured (mobile) home dealers (NAICS 45393)	262,223	264,193	1,970	0.15
All other miscellaneous store retailers (NAICS 45399)	1,167,035	1,236,265	69,230	1.16
Tobacco stores (NAICS 453991)	381,226	413,839	32,614	1.66
All other miscellaneous store retailers (except tobacco stores) (NAICS 453998)	785,810	822,426	36,616	0.92
Non-store Retailers				
Non-store retailers (NAICS 454)	32,671,503	34,264,671	1,593,168	0.96
Electronic shopping and mail-order houses (NAICS 4541)	31,362,929	32,870,922	1,507,994	0.94
Vending machine operators (NAICS 4542)	169,080	184,855	15,775	1.80
Direct selling establishments (NAICS 4543)	1,139,494	1,208,894	69,399	1.19
Fuel dealers (NAICS 45431)	624,457	658,442	33,986	1.07
Other direct selling establishments (NAICS 45439)	515,038	550,451	35,414	1.34
Food Services and Drinking Places				
Food services and drinking places (NAICS 722)	24,921,709	26,638,953	1,717,244	1.34
Special food services (NAICS 7223)	1,916,719	2,036,216	119,498	1.22
Food service contractors (NAICS 72231)	1,519,069	1,612,074	93,006	1.20
Caterers (NAICS 72232)	358,982	382,915	23,933	1.30
Mobile food services (NAICS 72233)	38,669	41,227	2,558	1.29
Drinking places (alcoholic beverages) (NAICS 7224)	875,782	955,750	79,967	1.76
Restaurants and other eating places (NAICS 7225)	22,129,207	23,646,987	1,517,780	1.34
Full-service restaurants (NAICS 722511)	11,093,674	11,880,521	786,846	1.38
Limited-service restaurants (NAICS 722513)	9,366,791	9,986,855	620,064	1.29
Cafeterias, grill buffets, and buffets (NAICS 722514)	238,802	254,595	15,792	1.29
Snack and non-alcoholic beverage bars (NAICS 722515)	1,429,939	1,525,017	95,077	1.30

Benchmark: USA

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Report Details

Name: Executive Dashboard
Date / Time: 12/19/2023 11:29:02 AM
Workspace Vintage: 2023

Trade Area

Name	Level	Geographies
104 N. Main Street - 20 min		N/A

Benchmark

Name	Level	Geographies
USA	Entire US	United States

DataSource

Product	Provider	Copyright
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