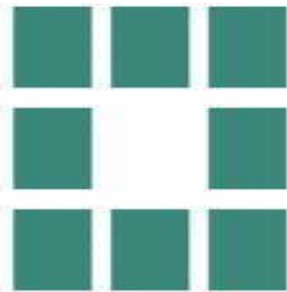


BUILDING ECONOMIC VITALITY

Town of
Littleton
Halifax County, North Carolina





GREENBERG DEVELOPMENT SERVICES

Planning & Economic Development

www.greenbergdevelopmentservices.com

Hilarygreenberg28211@gmail.com

704-519-7509

SCOPE OF SERVICES

➤ BOARD MEETING:

- Review of Market Data
- Review Survey Results
- Review Downtown Strong Findings
- Scope of Work and Site Visit



BENEFITS OF A GREAT DOWNTOWN

- Provides Property And Sales Tax Revenue.
- Provides Jobs For Local Residents.
- Helps To Differentiate Community From *Anywhere USA*.
- Helps Community Retain and Attract New Businesses And Families.



SCOPE OF SERVICES

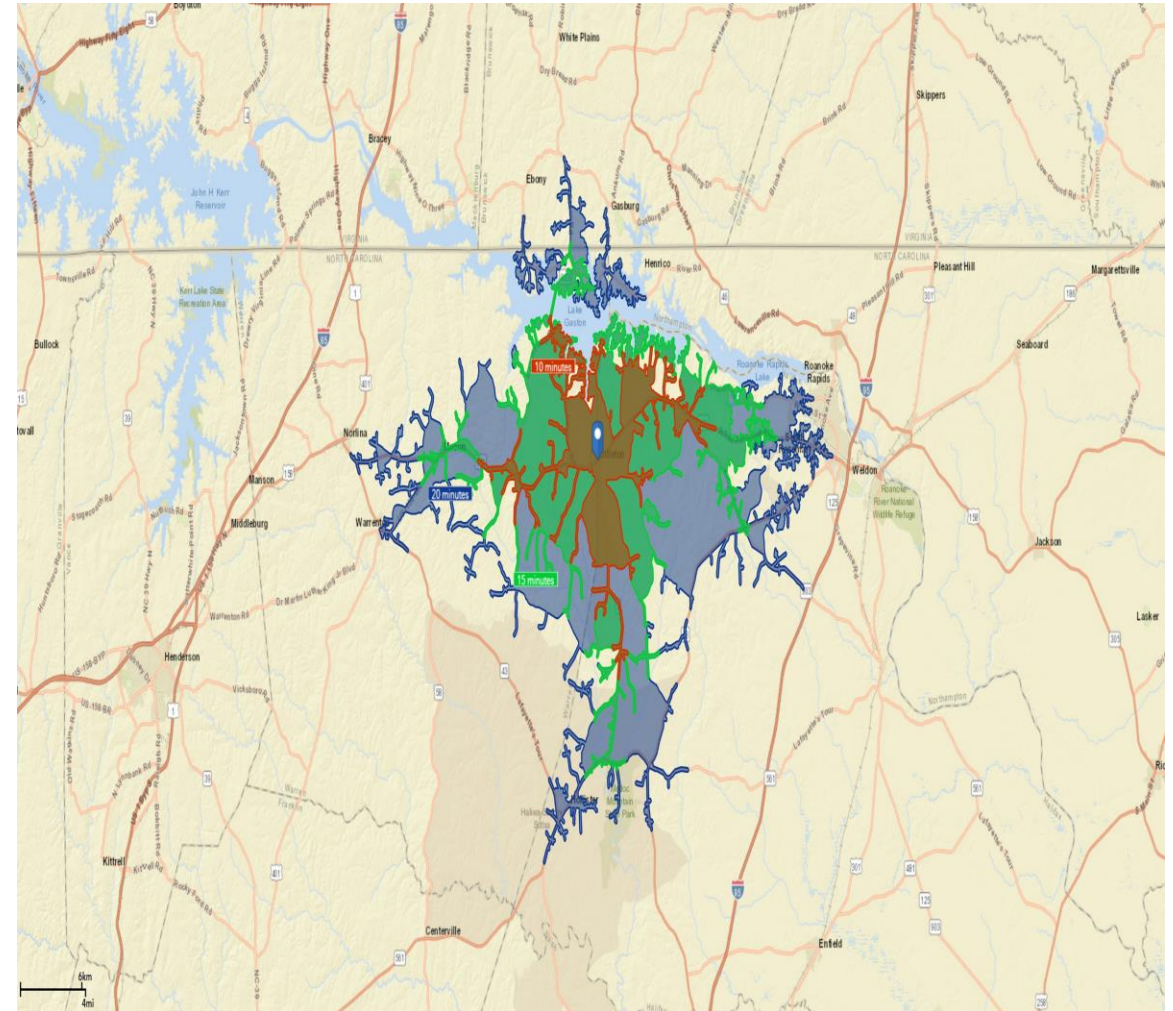
➤ MARKET ASSESSMENT

- Demographic Characteristics of Target Customers.
- Lifestyle Characteristics of Target Customers.
- Is There Sufficient Market Demand to Support New Businesses?



MARKET ASSESSMENT

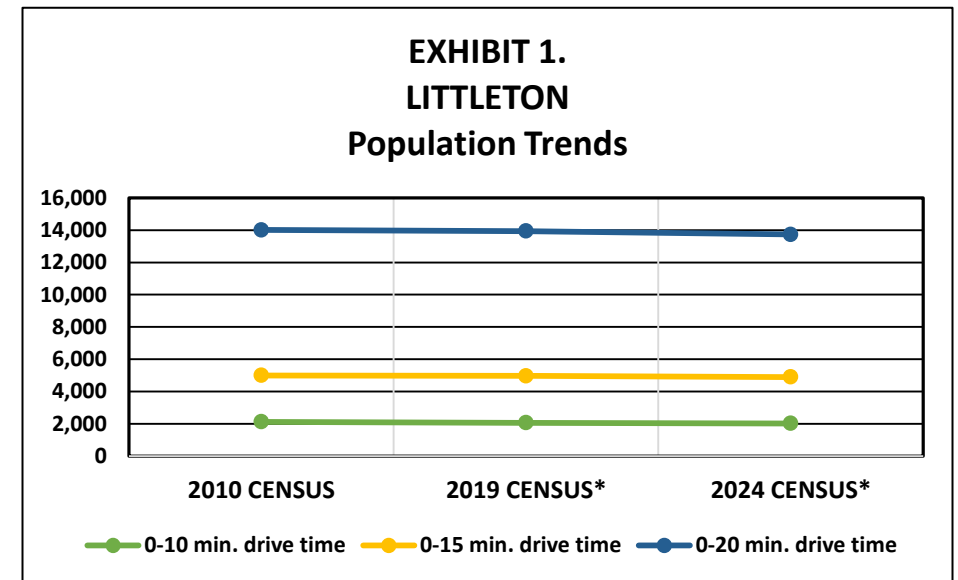
- **PRIMARY TRADE AREA -
0-10 min**
- **SECONDARY TRADE AREA -
0-15 min**
- **TERTIARY TRADE AREA -
0-20 min**



MARKET ASSESSMENT

➤ WHO ARE THE CUSTOMERS?

- **Pop and HH**
 - Small town with little growth.
 - HH size is below State.
 - PTA had smallest med. HH size.
- **Age:**
 - Well above State.
 - STA greatest % of older residents.
- **Race & Ethnicity:**
 - % of African American above state.
 - Low % of Hispanic persons.



MARKET ASSESSMENT

➤ DEMOGRAPHIC TRENDS

• Income

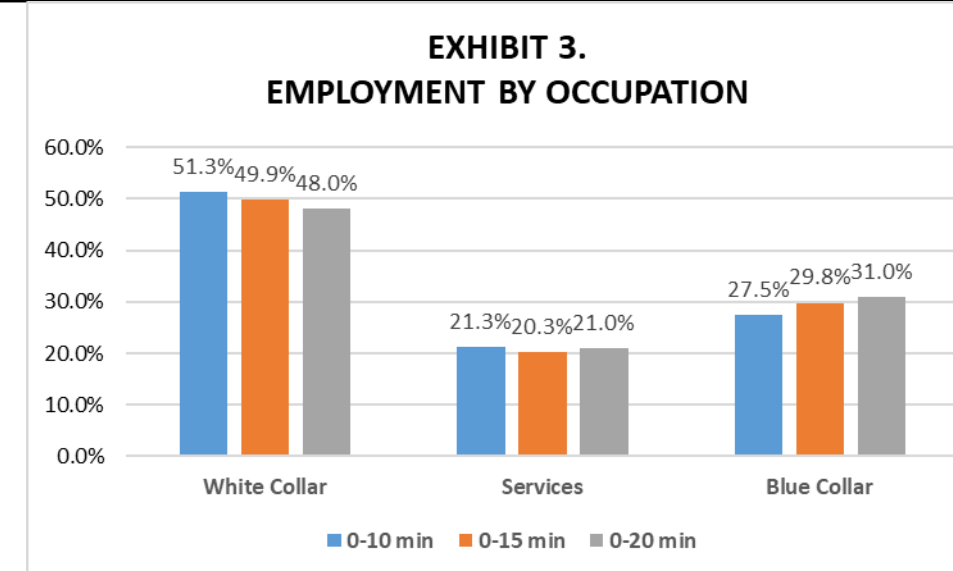
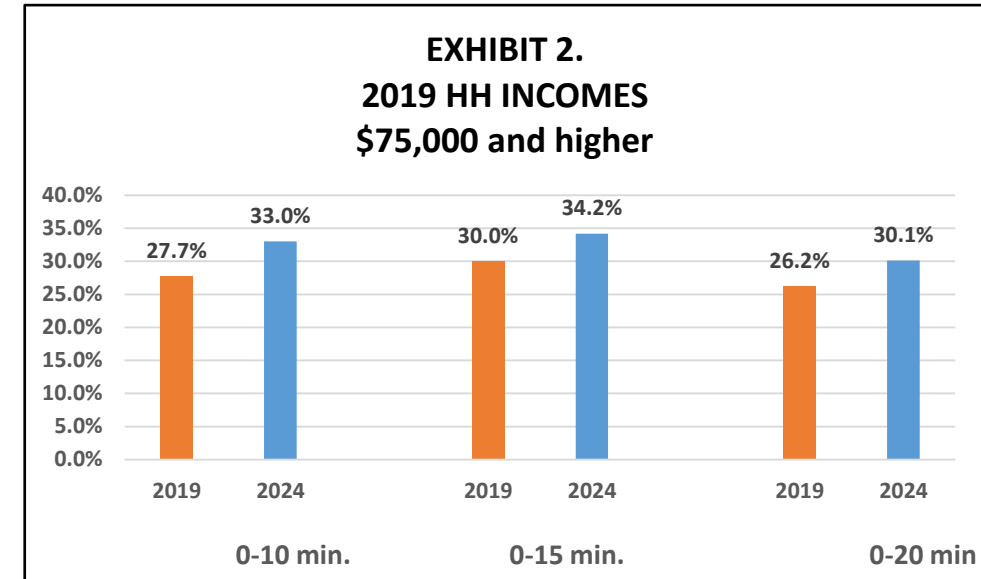
- Below state but higher than Roanoke Rapids and Weldon.
- TTA had lowest Md. HH Income, STA the highest.

• Employment

- PTA had slightly greater % of persons in White-collar jobs.
- TTA slightly greater % of persons in Blue-collar
- 3 areas had similar % of Service jobs.

• Education

- STA had greater % of higher degrees.



MARKET ASSESSMENT

➤ VISITORS

- Lake Gaston
- 1-95 travelers

DOWNTOWN

- Restaurant
- Museum
- Theater
- Special Events



MARKET ASSESSMENT

➤ LIFESTYLES

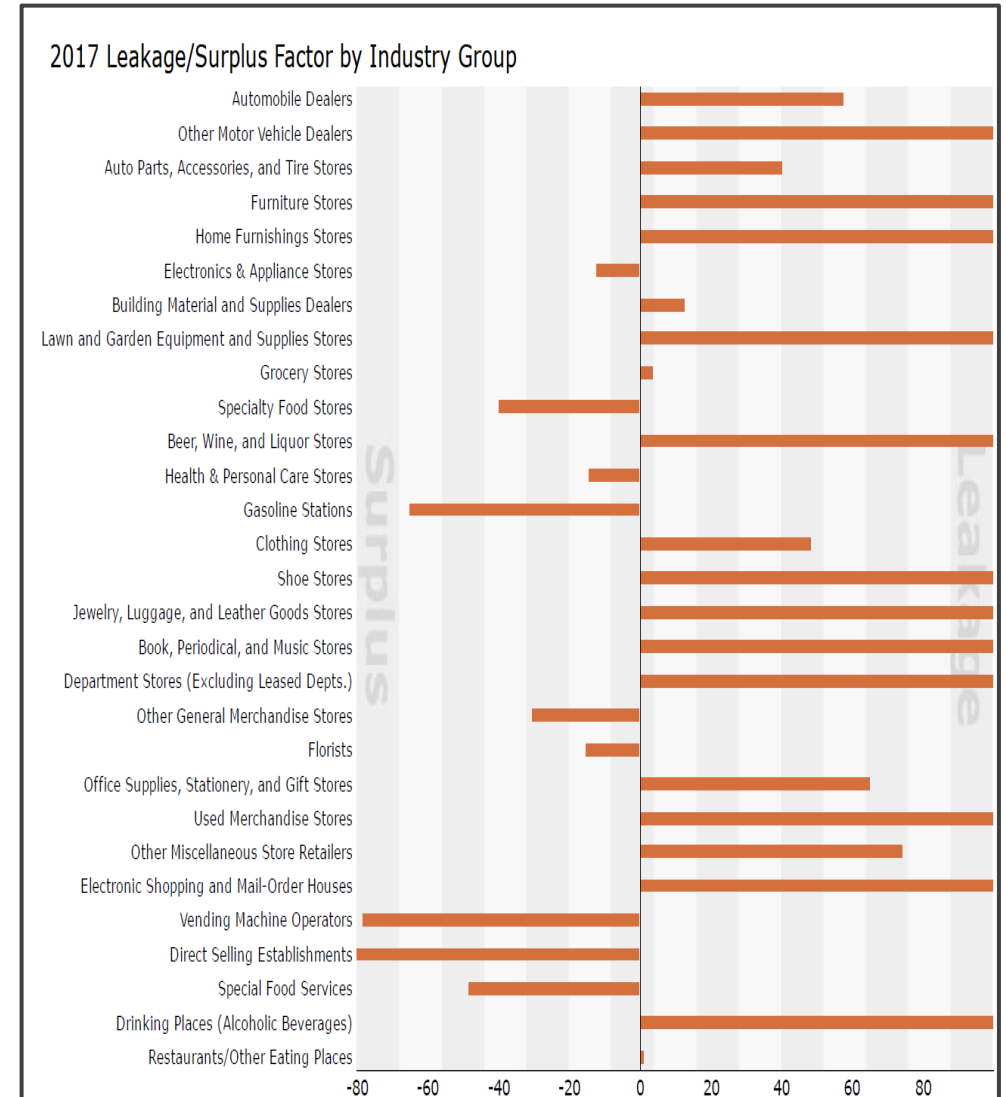
- **Small Town Simplicity** - Young families and seniors. Rural lifestyle. Moderate income.
- **Rural Resort Dweller** – Close to retirement age, these households enjoy outdoor activities including fishing and hunting. Many live in mobile homes or 2nd vacation homes on lakes.
- **Rural Bypass** – Older, married rural households. Enjoy outdoor lifestyle.
- **Senior Escape** – Less affluent older retirees many live in mobile homes. Primarily white, conservative households. Enjoy watching TV, health conscious and buy specialty foods.
- **Silver and Gold** – Older, affluent retirees. Many living in vacation or gated communities.

TOP 5 LIFESTYLE SEGMENTS RESIDENTIAL TRADE AREAS DOWNTOWN LITTLETON		
10 min	15 min	20 min
Small Town Simplicity 35%	Rural Bypass 26.5%	Rural Bypass 43%
Rural Resort Dweller 30%	Rural Resort Dweller 25%	Silver and Gold 15%
Rural Bypass 22.5%	Silver and Gold 17%	Rural Resort Dweller 11%
Senior Escape 11%	Senior Escape 16.5%	Senior Escape 9%
Silver and Gold .8%	Small Town Simplicity 15%	Small Town Simplicity 6%

MARKET ASSESSMENT

➤ SALES SURPLUS/ LEAKAGE: 0-10 min.

- **CATEGORIES WITH SURPLUS:**
Electronics, Specialty Food, Health and Personal Care, Gas, Other Gen. Merch., Florist.
- **CATEGORIES WITH LEAKAGE:**
Auto, Home Furnishings, Bld. Supply and Garden, Clothing, Sporting Goods/Books/Music, Dept. Store, Office Supply/Gifts, Used Merch., Drinking, Restaurant.

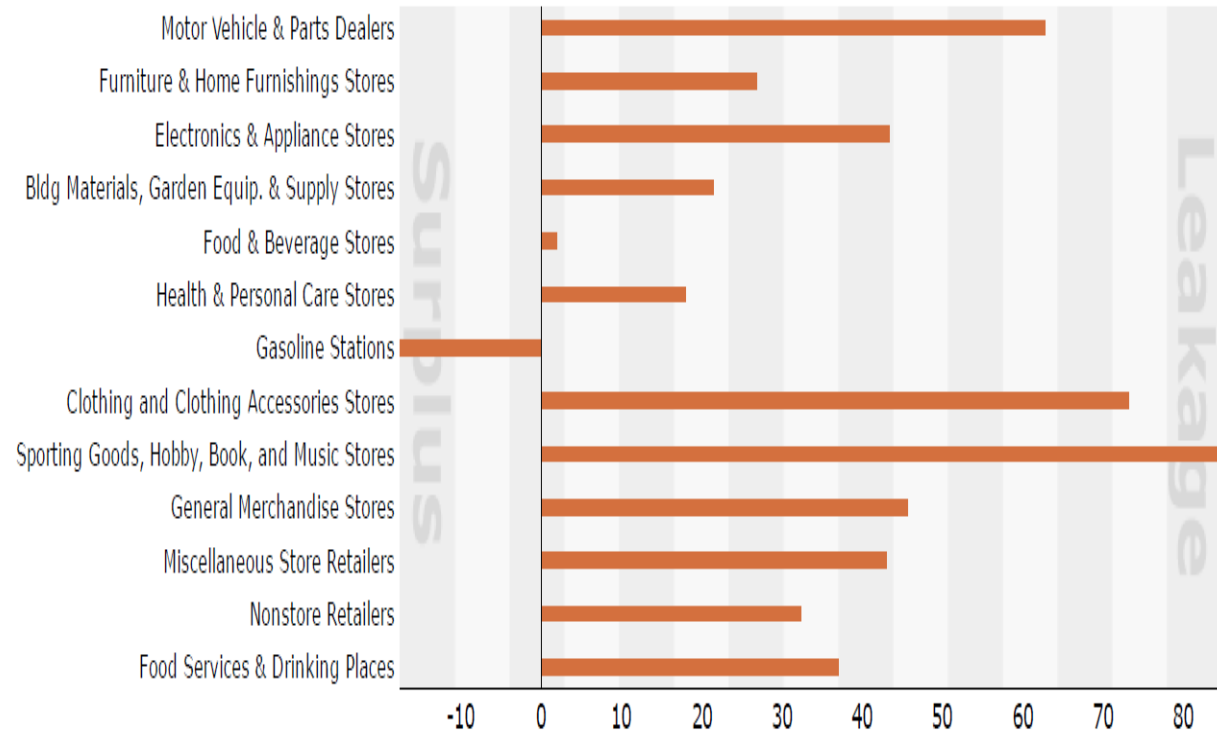


MARKET ASSESSMENT

➤ SALES LEAKAGE: 0-20 min.

- 70M OVERALL SALES LEAKAGE
- SALES SURPLUS:
Lawn and Garden, Gas.
- SALES LEAKAGE : All other categories.

2017 Leakage/Surplus Factor by Industry Subsector



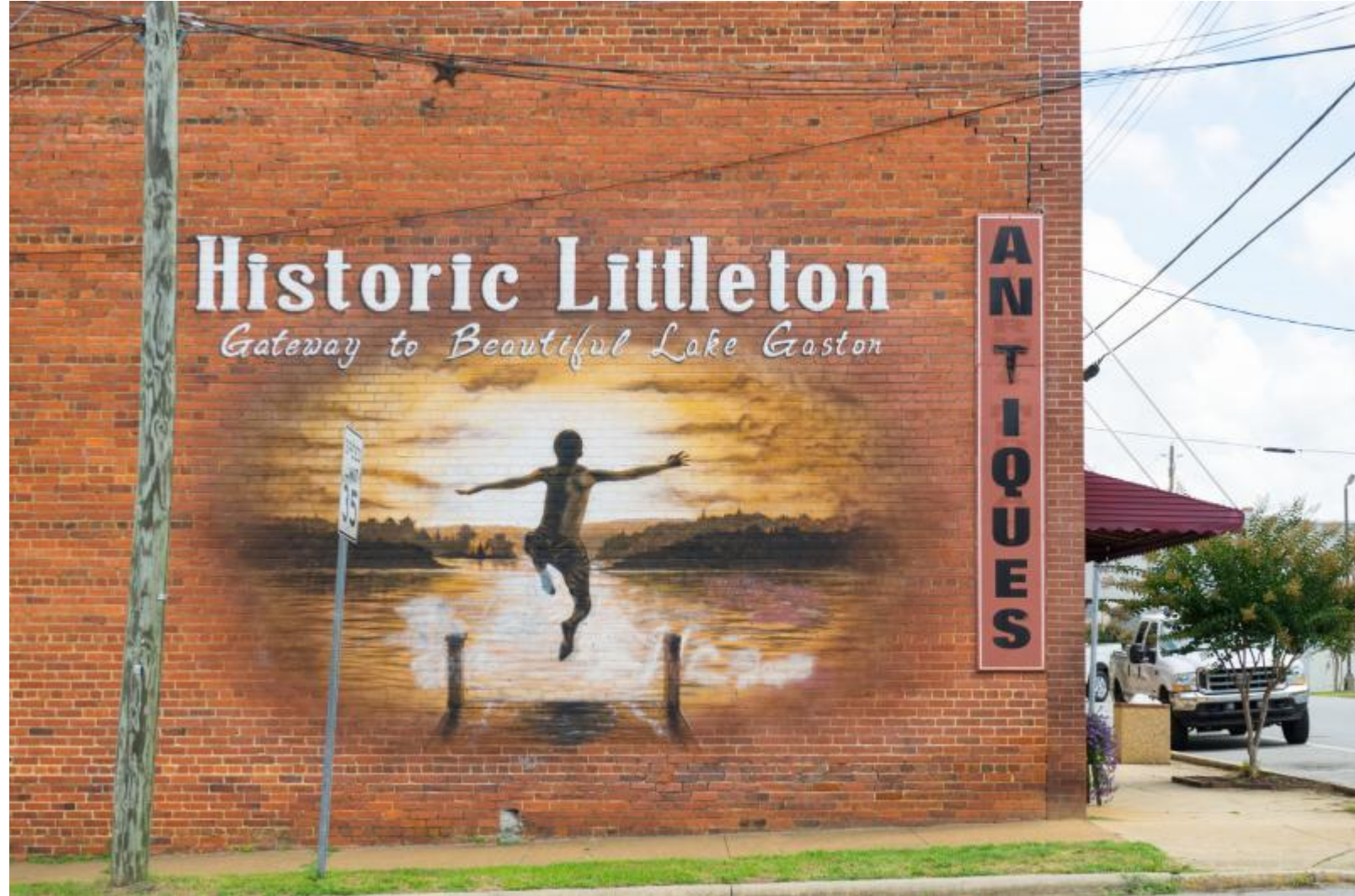
MARKET ASSESSMENT

- There is \$50M in unmet demand within the 0-20 min. trade area.
- There is opportunity for town to capture 10M or 40,000 sq. ft.
- Assumes 20% capture rate and \$250/sq. ft -

DOWNTOWN DEMAND 0-20 Min. Trade Area

INDUSTRY GROUP	LEAKAGE	DOWNTOWN POTENTIAL	
		20% CAPTURE	SALE/\$250SF
Auto Parts	\$1,792,527	\$358,505	1,434
Furniture Stores and Home Furn	\$2,308,455	\$461,691	1,847
Electronics & Appliance	\$2,523,561	\$504,712	2,019
Bld. Material	\$5,357,829	\$1,071,566	4,286
Food and Bev	\$1,742,823	\$348,565	1,394
Health and Personal Care	\$3,196,561	\$639,312	2,557
Clothing and Accessories	\$5,417,857	\$1,083,571	4,334
Sporting Goods/books	\$3,469,206	\$693,841	2,775
General Merchandise	\$16,483,757	\$3,296,751	13,187
Miscellaneous Stores	\$1,223,523	\$244,705	979
Restaurants & Drinking	\$7,982,205	\$1,596,441	6,386
TOTAL	\$51,498,304	\$10,299,661	41,199

DOWNTOWN STRONG FINDINGS



DOWNTOWN STRONG FINDINGS

➤ TOWN/DOWNTOWN ASSETS

- Diverse businesses
- GLPD
- Safe, clean
- Small Town Vibe
- New Restaurants
- Cultural/visitor sites: Theater Museum, Library
- Proximity to highway
- Special events:



SURVEY RESULTS

➤ WHAT DO YOU LIKE ABOUT DOWNTOWN?

Friendly
Friendly
Small town vibe
History
Walkable
Businesses
Hometown
Stage



SURVEY RESULTS

➤ KEYTRENDS...

- Stage and events are bringing people to downtown.
- GLPD efforts are making a difference.
- Downtown is cleaner and looks better.

- Businesses are closing.
- Buildings are deteriorating.



DOWNTOWN STRONG FINDINGS

➤ ISSUES

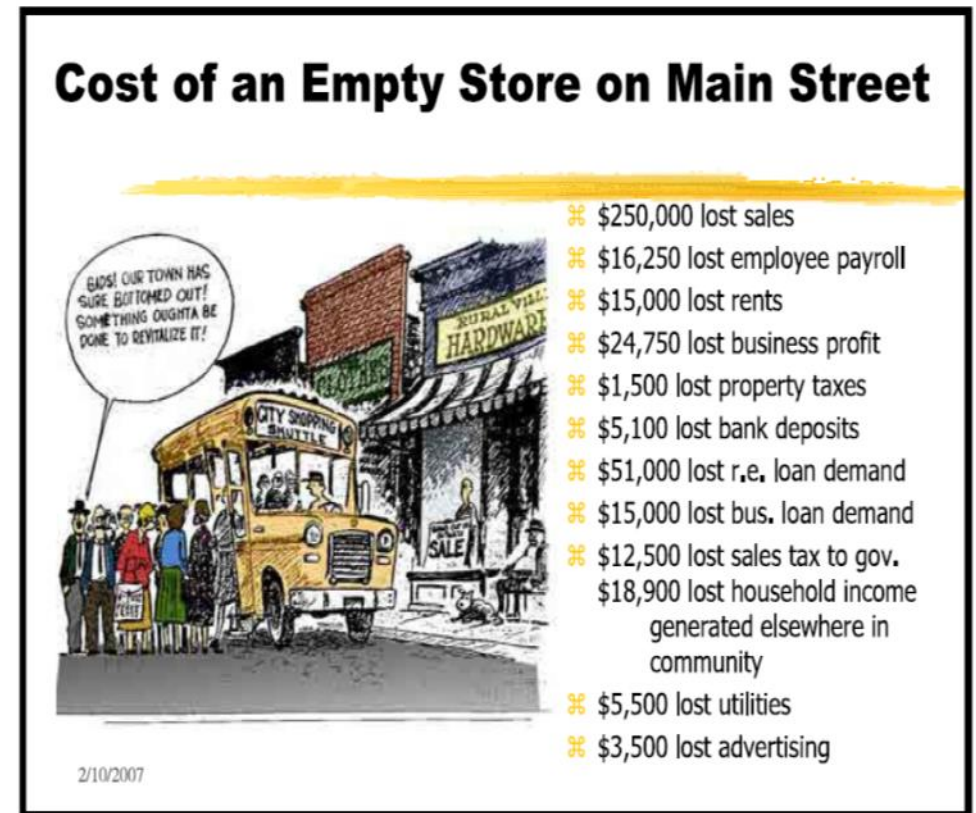
- Small size
- Declining population
- Aging population
- Poverty
- Deteriorating infrastructure
- Building conditions
- Absentee owners
- Bypass
- Increasing competition from Lake



SURVEY RESULTS

➤ ISSUES

- Buildings are deteriorating.
- Need more restaurants
- Need more shopping centers
- No \$ to fix problems
- Apathy and resistance to change
- Property owners won't improve buildings
- Absentee owners
- Lack of jobs and income



DOWNTOWN STRONG FINDINGS

➤ OPPORTUNITIES

- Buildings with space for new businesses
- Funders Forum
- Railroad trail



SURVEY RESULTS

➤ KEY PROJECTS/PRIORITIES

- Attract more businesses - EV
- Attract more restaurants - EV
- Improve rental space - EV
- Incentives to encourage repairs- EV
- Events that market to Lake visitors - EV
- Public improvements - Design
- Façade Improvements - Design
- Establish downtown committee – Organ.



SURVEY RESULTS

➤ PRIORITY BUSINESSES TO RECRUIT

- Restaurants
- Coffee shop
- Bakery
- Tourist Attraction/Destination
- Sporting goods
- Brewery/sports bar
- Mini-mall



DOWNTOWN STRONG FINDINGS

➤ VISION

A Welcoming Hometown Open For Business.

1. Maintain welcoming hometown character

2. Improve business viability and attract new uses.



Building an environment around the strategy of Musical Roots and Tradition



Rutherfordton – a minted original. The gold standard of small-town living.

DOWNTOWN STRONG FINDINGS

Littleton Economic Development Implementation Plan for 2018

Economic Positioning/Vision: Littleton, a welcoming hometown open for business

WELCOMING HOMETOWN

GOAL: Maintain a community-oriented small town atmosphere

Objective #1.1: Increase the numbers of people reached via real time analytics and public participation

Action: Develop a communications plan to inform residents and visitors about events and businesses
 Task: Work with NC Main Street on a communication plan
 Task: Include town activities on a message board at the Fire Department, social media, and a newsletter

Action: Highlight the unique assets of Littleton
 Task: Work with Lake Gaston Chamber of Commerce to promote the Lakeland Theater and Cryptologic Museum via social media

OPEN FOR BUSINESS

GOAL: Improve the prosperity and appearance of Main Street

Objective #2.1: Increase number of downtown customers, museum traffic, and downtown investment

Action: Develop a façade improvement grant program
 Task: Contact other towns to develop façade improvement guidelines
 Task: Fund the grant program

Action: Develop a “Business In A Box” package that will assist new and existing businesses in development and expansion
 Task: Study other communities’ programs and tools/incentives
 Task: Draft a package and determine best methods and locations to disseminate it

DOWNTOWN STRONG FINDINGS

Priority 1: Business Prosperity and Appearance of Main Street - Implement projects that will improve business prosperity and improve the appearance of downtown.

	Action	Timeline or Due Date	Responsible Party(ies)	Resources Needed	O	P	D	E	V
1	Establish a Façade Improvement Program.		Town, GLDP Design Committee	Design guidelines, Funding			x	x	
2	Promote downtown businesses, attractions and events to visitors, local residents.		Town, GLDP Promotion Committee, Lake Gaston, Lakeland Theater, Cryptologic Museum, Halifax Tourism	Build partnerships, Marketing materials, Develop new social Media sites, Message Board, Ad budget.	x	X			
3	Encourage building improvements.		Town, GLDP EV Committee	Property Owners support, financial incentives, regulations, design guidelines.			X	x	
4	Support existing businesses and new entrepreneurs		Town, GLDP, Halifax EDC EV Committee, NC Dept. Commerce	Market data, Merchandising assistance, tenant improvements, design assistance.		x	x	x	

DOWNTOWN STRONG FINDINGS

Downtown Strong Work Plan – Littleton, NC

Priority 2: Business Recruitment Plan - Hire a consultant to analyze marketing data to determine the types of businesses to recruit to Littleton and develop a plan to attract new businesses to town.

	Action	Timeline or Due Date	Responsible Party(ies)	Resources Needed		O	P	D	E V
1	Hire a consultant to evaluate market opportunities and identify prospects that could be targeted for recruitment by GLDP.		Town, GLDP EV Committee	Grant funding, Coordinate meetings		x			x
2	Develop a plan to promote downtown and attract new businesses.		Property owners, realtors, GLDP and EV Committee	Hometown Strong Capacity grant, USDA grant, private donations					
3	Organize a business recruitment “hit team” to proactively meet with prospective business owners regarding opening a business in Littleton		Property owners, realtors, GLDP and EV Committee	Funding for marketing material or social media advertising.		X			x

DOWNTOWN STRONG FINDINGS

Priority 3: Organize a downtown Improvement effort

	Action	Timeline or Due Date	Responsible Party(ies)	Resources Needed		O	P	D	E V
1	Establish a downtown committee under GLPD to guide revitalization efforts		GLDP	Recruit volunteers for leadership positions (coordinator).		x	x	x	x
2	Provide Educational training opportunities to volunteers		GLDP	NC Main Street, SBDC, Rural Center, Chamber of Commerce, Halifax EDC		x	x	x	X
3.	Apply for NC Main Street Associate Program		Town	Volunteers to attend training, and complete paperwork Funding from town and private sector.		x	x	x	x

SCOPE OF SERVICES

- **Recommendations:**
 - Possible businesses to recruit.
 - Projects that would create pedestrian traffic.
 - Strategies for attracting new businesses.
 - Tips for engaging property owners.
 - Incentives or regulations that would support revitalization.
 - Specific marketing tools to market downtown.
 - Game plan for selling or key vacant property.

FIRST VISIT:

➤ TUESDAY EVENING

- Board Discussion

➤ WEDNESDAY

- Tour of downtown, town and vacant buildings
- Meeting with Mayor, Council members
- Group interviews
- In-store interviews

➤ THURSDAY

- Interviews



Change is inevitable, progress is optional.

