

Town of Lansing

Five-Year Economic Development Strategic Plan (2018-2022) & Year One Implementation Plan (2018-2019)

Economic Positioning Statement/Vision: Situated as the last town in northwest North Carolina, Lansing is a gateway to nearby attractions in 3 states. As an aged piece of American heritage, at one point all but forgotten, Lansing is coming alive again featuring recreation, business opportunities & great place to call home with the motto: "Forever, community, family, friend."

Five-Year Economic Development Strategic Plan and Year One Implementation Plan: The Town of Lansing's Five-Year Economic Development Strategic Plan is built upon on the Community Economic Development Strategies and goals shown below. Its Year One Implementation Plan focuses on objectives, actions/projects and tasks (grouped by strategy below) that will help the town achieve the goals and make it more economically vibrant.

COMMUNITY ECONOMIC DEVELOPMENT STRATEGIES

<p>Strategy Area 1: INFRASTRUCTURE & LAND USE</p>	<p>Strategy Area 2: BEAUTIFICATION/TOURISM</p>	<p>Strategy Area 3: SUSTAINABLE BUSINESSES</p>
<p>GOAL: Work with local/regional partners to further develop, maintain & identify/prioritize future infrastructure needs for the town.</p> <p>Objective 1.1: Assess Lansing's existing water & sewer system and creation/implementation of town Capital Improvement Plan (CIP).</p> <p>Objective 1.2: Revisit & finalize Town Land Use Plan in order to apply for funding and/or create ordinances.</p> <p>Objective 1.3: Explore potential to create propane fuel availability to residents & businesses via metered connections which will be town generated revenue once in place.</p> <p>Objective 1.4: Engage additional resources for technical support, development/implementation of projects, consults, etc.</p>	<p>GOAL: Enhance Lansing's appearance & appeal for its residents, businesses and visitors. Provide more opportunities to promote increased tourism activity.</p> <p>Objective 2.1: Identify opportunities to further expand offerings in the Creeper Trail Park to attract more users & visitors.</p> <p>Objective 2.2: Create a facade improvement incentive grant for businesses and focus on Town beautification projects & pedestrian safety.</p> <p>Objective 2.3: Ensure that Lansing has attractive signage throughout the Town.</p> <p>Objective 2.4: Continue promotion & marketing of Lansing as a "bedroom community."</p>	<p>GOAL: Support existing businesses and create opportunities for new businesses.</p> <p>Objective 3.1: Identify opportunities for expanding existing and recruiting new businesses.</p> <p>Objective 3.2: Explore ways to encourage new and existing businesses to offer flexible hours such as morning and/or evening shopping, dining and entertainment options.</p> <p>Objective 3.3: Explore options for technology/education center for students & workforce.</p> <p>Objective 3.4: Draw more customers to resource driven businesses to the town. Capitalize on the daily commuter thru traffic in downtown along Highway 194.</p>

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Strategy Area 1: INFRASTRUCTURE & LAND USE	Strategy Area 2: BEAUTIFICATION/TOURISM	Strategy Area 3: SUSTAINABLE BUSINESSES
<p>Action 1: Work with Town Aldermen, High Country COG & other partners to assess & prioritize infrastructure needs for Lansing.</p> <p>Task 1: Begin process to apply for loan funding to construct public restrooms in Creeper Trail Park.</p> <p>Task 2: Survey/Assessment of water & sewer lines in town. Prioritize utility lines in need of repair by section. Consult/work with NC Rural Water or similar entity.</p> <p>Task 3: Determine funding resources available for water/sewer improvements via Council of Govt., Appalachian Regional Commission, Cleanwater Mgmt Trust Fund, USDA & other state/federal agencies. Gather info from other small communities regarding project funding sources.</p> <p>Task 4: Work with High County COG and/or Dept. of Commerce Prosperity Zone Planner to determine need for Capital Improvement Plan (CIP) & to work on drafting a plan. CIP may be needed in order to apply for various funding sources and to help guide the Town on their capital improvements for water/ sewer.</p>	<p>Action 1: Work with Town Aldermen, GLAD & other partners to assess needs/uses for the Creeper Trail Park as it relates to recreation, tourism and events.</p> <p>Task 1: Begin process to apply for loan funding to construct public restrooms, install bike share rentals & purchase playground equipment at the park.</p> <p>Task 2: Meet with partners to assess current events in the park & suggestions for other events to attract visitors. Focus on community based events & how Town can gain revenue from events. Form steering committee comprised of GLAD, Town Econ. Dev. committee members.</p> <p>Task 3: Discussion of other revenue generating activities in the park (e.g. fishing/ tackle rental, vending machines, camping). Steering committee can spearhead & implement with direction of Aldermen.</p> <p>Task 4: Continue marketing efforts of special events, festival & offerings in the park by utilizing social media, producing & distributing print materials, press releases, Chamber of Commerce, High Country Host, Visit NC & other marketing entities (e.g. Music in the Barn, Blues Festival).</p>	<p>Action 1: Work with local businesses to position themselves with/and the Town of Lansing to respond to potential growth and changes in their customer base. As a result, the products and services the businesses offer as well as their operating season(s)/hours, marketing strategies, etc. can be evaluated.</p> <p>Task 1: Consult with the NC Small Business & Technology Dev. Center at Appalachian State University, Small Business Center at Wilkes Community College & other resources to find out what services & assistance are available to the business community & to individual establishments to address opportunities, concerns & needs.</p> <p>Task 2: Hold periodic workshops with Small Business Center for business owners to address specific needs to business owners (e.g. marketing, bookkeeping).</p> <p>Task 3: Communicate with the business community on a regular basis via town website, email blast, newsletter.</p> <p>Task 4: Work with Greater Lansing Area Development (GLAD) on potential business community partnership.</p> <p>Task 5: Continued collaboration with NC Rural Center.</p>

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<p>Action 2: Update, finalize & adopt Town Land Use Plan (LUP).</p> <p>Task 1: Contact High Country COG to revisit and address current standing draft of Land Use Plan. Set up several meetings with COG, Econ. Dev. committee & other partners to craft plan that reflects Lansing's best interest. Research other communities LUP's for comparison.</p> <p>Task 2: Present Land Use Plan draft at Town meeting for adoption consideration.</p> <p>Task 3: Draft new Land Use related ordinances, if desired.</p>	<p>Action 2.1: Creation & implementation of facade incentive grant program for business storefront improvements.</p> <p>Task 1: Assess feasibility of incentives with Aldermen based on budget. Research of other nearby town facade grant incentives, guidelines & applications. Present to Aldermen.</p> <p>Task 2: Draft facade incentive grant program guidelines under direction of Lansing Econ. Dev. Committee & Aldermen.</p> <p>Task 3: Upon approval, notify & educate town businesses on program & procedures.</p>	<p>Action 2: Develop creative marketing & promotion ideas to entice companies to invest in metrology/powder coat businesses in Lansing.</p> <p>Task 1: Town Econ. Dev. Committee discuss & consult with local companies on potential processes & need of metrology/powdercoating based on proximity of applicable industry (e.g. GE Aviation, Chemi-Con, AEV).</p> <p>Task 2: Communicate with building owners on potential spaces/availability.</p> <p>Task 3: Consult with local training facilities on ability to conduct workshops & hands-on training for this type of business.</p>
<p>Action 3: Create additional Town revenue by exploring propane fuel metered services.</p> <p>Task 1: Connect with local propane utility companies for feasibility of propane metered service options for town residents & businesses.</p> <p>Task 2: Hold meetings with companies to discuss feasibility, cost, logistics, placement of propane tank(s), propane line extensions.</p> <p>Task 3: Identify areas to place propane tank(s), land acquisition, consult & meet w/EPA.</p>	<p>Action 2.2: Continue downtown beautification efforts while also incorporating pedestrian safety.</p> <p>Task 1: Explore options for town beautification efforts. Obtain input from board, local partners & citizens. Research approaches used by other communities of similar size. Task 1.2: Installation of public art/murals- consult with Arts Council. Task 1.3: Continued community garden, promote homeopathic aspects.</p> <p>Task 2: Schedule meetings with other communities with similar approaches, tours of their community to gather ideas.</p>	<p>Action 3: Establish Technology/Education Center & shared community workspace/ resource to target the 28643 zip code.</p> <p>Task 1: Form advisory group to assess the need for this center, collab w/ GLAD (e.g. survey citizens, secure location & funds, census tract data)</p> <p>Task 2: Consult with school system/WCC/4-H on potential afterschool & summer programs, mentoring of "at-risk" students, curriculum needed, GED students, CTE/STEAM programs.</p> <p>Task 3: Secure location, funding sources.</p>

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<p>Task 4: Feasibility study via survey of town residents, business owners on interest in propane availability. Research financial costs/benefit study for the Town.</p> <p>Task 5: Research other communities with this infrastructure in place. Gather information on ordinances, hookup costs, usage fees, maintenance.</p> <p>Task 6: Partner with Ashe County Emergency Mgmt. on safety protocols, creation of evacuation plans in case of emergency & other safety concerns with propane fuel.</p> <p>Task 7: If propane fuel hookup are made available- draft & adopt ordinance, determine rates & other costs. Inform citizens & businesses of availability. Hold public meeting for education purposes and/or send out letters to residents/businesses in city limits. Decide if service should be offered out of city limits.</p>	<p>Task 3: Reach out to students at ASU for potential class projects relating to Town visioning ideas to include downtown beautification/improvements.</p> <p>Task 4: Review & update Town's Pedestrian Plan. Identify sidewalk needs in downtown & improvements needed. Coordinate with NCDOT Division office on crosswalks & traffic calming measures in downtown. (incorporate into town Land Use Plan.)</p> <p>Task 5: Research funding opportunities for potential sidewalk/pedestrian safety improvements/installations.</p> <p>Action 2.3: Assess current signage & develop recommendations for improvement or installation of new signage at gateways & directional signage.</p> <p>Task 1: Econ. Dev. Committee should study current signage & make suggestions for improvements. Report findings to the Board.</p> <p>Task 2: Identify technical assistance & financial resources that may be available to help with signage improvements & implementation.</p> <p>Task 3: Work with County on potential uniform signage solutions.</p>	<p>Action 4: Establish contact & communication with resource driven businesses already located within the County or surrounding areas to entice them to open a branch/move to Lansing (e.g. insurance (AFLAC, etc.), banks, medical offices)</p> <p>Task 1: Members of town economic development committee establish contacts with resource driven businesses by means of in-person meetings.</p> <p>Task 2: Communicate with building owners on potential spaces/availability.</p> <p>Task 3: Invite business representatives to Lansing for a town tour, overview of available locations, tour of vacant buildings.</p> <p>Task 4: Economic development committee work with town board & building property owners on soliciting resource driven businesses to locate to Lansing by means of letters of support, potential incentives by building property owners & town to business.</p> <p>Task 5: Town promotion of businesses to citizens, all public, business community. Continued communication to businesses via town website, email blasts, newsletters.</p>

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<p>Action 4: Collaboration with other partners for assistance, technical support, development/implementation of projects for the benefit of the Town. Also, other miscellaneous actions.</p> <p>Task 1: Communicate with the NC League of Municipalities (NCLM) as a due-paying member. Schedule a meeting with staff members.</p> <p>Task 2: Consult with Skybest Communications on potential for downtown/park public Wi-Fi availability.</p> <p>Task 3: Feasibility for electric vehicle charging station in town. Consult with Blue Ridge Energy on collaboration, funding sources. Possible revenue for Town. Task 3.1: If electric vehicle charging station implemented in Town- work on drafting ordinance for use & set rate schedule.</p> <p>Task 4: Work with NC DOT division office on road projects, invite to town meetings, give periodic updates on area projects & State Transportation Improvement Program. Consult about potential funding sources as needed.</p>	<p>Action 2.4: Develop creative marketing & promotion ideas to entice more travelers to stop and spend time in Lansing.</p> <p>Task 1: Econ. Dev. committee to work with County of Ashe promoting natural assets (e.g. Fish Ashe). Further promotion of trout streams in the area & easy access via Creeper Trail Park. Coordination w/County Rec. Plan.</p> <p>Task 2: Attract more overnight visitors to experience Lansing and use it as a "base camp" for other adventures in the area.</p> <p>Task 3: Market Lansing as a "bedroom community" for potential residents who work out of Town. Meet with local realtors & rental agencies & educate them on Lansing's offerings for their clients.</p> <p>Task 4: Remain active in sharing information about Lansing news/events to local partner organizations. Have a member of the Econ. Dev. Committee attend these meetings or host quarterly meetings for county leaders for updates & remain "in the loop."</p> <p>Task 5: Promote, promote, promote! Push as much info as possible to local news outlets/ social media, etc. on everything happening in Lansing! Potential creation of newsletter.</p>	