

Uptown Roxboro Group - Implementation Plan - (2024)

Economic Positioning/Vision: *The “art in living” is found in Uptown Roxboro, which is the heart and pulse of Person County, supporting creative local businesses, providing inclusive and inviting gathering places, promoting arts and entertainment, and attracting visitors and residents alike.*

Mission: *The City of Roxboro and Person County are located in the North Central Region of North Carolina. Uptown Roxboro is the premier location to promote & improve everyone’s quality of living through a variety of shopping, dining and arts experience, while representing the integrity of our small town. Join us for the experience and stay for the charm and personality.*

Implementation Strategy: *Uptown Roxboro is a designated NC Main Street community that uses the National Main Street Center’s Four-Point Approach which includes: Organization, Promotion, Design and Economic Vitality to empower revitalization efforts and draw people to our unique community.*

UPTOWN ECONOMIC DEVELOPMENT STRATEGIES	ORGANIZATION	PROMOTION	DESIGN	ECONOMIC VITALITY
<p>Economic Development Strategy: To promote Uptown Roxboro as the focal point for business and community activities. Goal: Enhance the Uptown Business District so that it welcomes variety. Objectives: Have more local business partners and work towards more public/private partnership in 2024.</p>	<p>Action:</p> <ul style="list-style-type: none"> Create new website for Uptown Roxboro Group Work with TDA on wayfinding signage project Update parade rules to foster better environment and ease of enforcement for City of Roxboro PD and FD 	<p>Action:</p> <ul style="list-style-type: none"> Work with Friends of the Parks (county) on an Uptown 5K event Touch a Truck Event in collaboration w/ City and County government 	<p>Action:</p> <ul style="list-style-type: none"> Assist with care of the RSC Park – watering/weeding for the City of Roxboro Research trees and funding for Uptown Streetscape Plan 	<p>Action:</p> <ul style="list-style-type: none"> Work with PCC to develop more retail management offerings for small business owners. Work with local government and businesses and those of neighboring communities to visit other towns and bring back ideas for Uptown Roxboro
<p>Economic Development Strategy: Create opportunity for creative and inclusive arts & entertainment and exploration for residents and visitors alike. Goal: Foster more cohesive and unified uptown environment for visitors, residents, and business community. Objectives: Bring new inclusive and cultural experiences or community activities to the Uptown community by the end of 2024.</p>	<p>Action:</p> <ul style="list-style-type: none"> Add event applications to website (in multiple languages) such as Food Truck Rodeo Ensure that there is a Spanish Language widget on new website for ease of understanding across multiple languages for increased participation from different ethnicities. 	<p>Action:</p> <ul style="list-style-type: none"> Work towards social district status for Uptown Roxboro 	<p>Action:</p> <ul style="list-style-type: none"> Add an Uptown location as a project for the Spring & Fall Litter Sweep campaigns Work on developing, designing, and commissioning a functional “art piece/accessible table” for the RSC park 	<p>Action:</p> <ul style="list-style-type: none"> Foster relationships with local realtors to gain insight and share about properties and business recruiting. Have one-on-one meetings with Uptown business owners to gauge what they need and what they have coming up and how URG can help
<p>Economic Development Strategy: Further Uptown Roxboro’s position as a prime location as a creative local business environment. Goal: Provide support to existing and new Uptown businesses through technology and training opportunities and utilize various forms of communication Objectives: Hold at least one business seminar or new class</p>	<p>Action:</p> <ul style="list-style-type: none"> Add business resources to URG website Add Board of Directors information to URG as well By-Laws, more Main Street Program information and more links to additional resources. 	<p>Action:</p> <ul style="list-style-type: none"> Create Uptown date/activity itineraries for families, couples, friends, etc... and make sure they are available on the website Create walking tours such sip n shop, art tour, beer & wine tour, etc... and make available on the website 	<p>Action:</p> <ul style="list-style-type: none"> Add or replace 2 planters in Uptown in the Spring & Fall plantings to broaden the URG beautification efforts Explore adding additional trash cans or possibly cigarette butt receptacles in popular areas of Uptown Roxboro. 	<p>Action:</p> <ul style="list-style-type: none"> Coordinate with SHPO to offer a lunch and learn type event on Historic Tax Credits to increase awareness of historic preservation. Monthly email to business owners with educational offerings relating to small business, grant opportunities, etc...

offering in 2024 and add new beautification features.

Look into ways to utilize a text message alert system for business owners/residents

Organization (Chair – Derrick Sims)

Completed	Task	Person Responsible	Partner/ Assistance/ Tools	Cost / Time	Date To Be completed
	Create new website for Uptown Roxboro Group	April	Web developers		August 2024
	Work with TDA on wayfinding signage project	April	TDA		TBD
	Update parade rules to foster better environment and ease of enforcement for City of Roxboro PD and FD	April	RPD, RFD		May 2024

	Add event applications to website (in multiple languages) such as Food Truck Rodeo	April	Web developer		August 2024
	Ensure that there is a Spanish Language widget on new website for ease of understanding across multiple languages for increased participation from different ethnicities	April			
	Add business resources to URG website	April	Web developer		August 24
	Add Board of Directors information to URG website as well By-Laws, more Main Street Program information and more links to additional resources.	April			
	Look into ways to utilize a text message alert system for business owners/residents	April			

Promotion (Chair – Zack Wynne)

Completed	Task	Person Responsible	Partner/ Assistance/ Tools	Cost / Time	Date To Be completed
	Work with Friends of the Parks (county) on an Uptown 5K event	Zack & April	Person Counts Parks & Rec Dept		April 2024
	Touch a Truck Event in collaboration w/ City and County government	Zack & April	City/County Public Works		

	Work towards social district status for Uptown Roxboro	Zack	Local merchants, web developers		July 2024
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	Create walking tours such sip n shop, art tour, beer & wine tour, etc... and make available on the website	April	Public, City Council, RPD, merchants		December 2024
	Create Uptown date/activity itineraries for families, couples, friends, etc... and make sure they are available on the website	April			

Design (Chair – Sandra Shoe)

Completed	Task	Person Responsible	Partner/ Assistance/ Tools	Cost / Time	Date To Be completed
	Assist with care of the RSC Park – watering/weeding for the City of Roxboro	Sandra	City of Roxboro		April 2024
	Research trees and funding for Uptown Streetscape Plan	April & Sandra	City of Roxboro, Person County Govt		December 2024
	Add an Uptown location as a project for the Spring & Fall Litter Sweep campaigns	Sandra	City/County officials		April & September 2024
	Work on developing, designing, and commissioning a functional “art piece/accessible table” for the RSC park	April			Fall 2024
	Add or replace 2 planters in Uptown in the Spring & Fall plantings to broaden the URG beautification efforts	April & Sandra	City Council		April & October 2024
	Explore adding additional trash cans or possibly cigarette butt receptacles in popular areas of Uptown Roxboro.	April	City Council, Public Works		December 2024

Economic Vitality (Chair – RoseMarie Howle)

Completed	Task	Person Responsible	Partner/ Assistance/ Tools	Cost / Time	Date To Be completed
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	<p>Work with PCC to develop more retail management offerings for small business owners.</p> <p>Work with local government and businesses and those of neighboring communities to visit other towns and bring back ideas for Uptown Roxboro</p>	<p>RoseMarie</p> <p>RoseMarie & April</p>	<p>PCC Small Business Center</p> <p>RACC</p>		<p>Spring/Summer 2024</p> <p>Summer/Fall 2024</p>
	<p>Foster relationships with local realtors to gain insight and share about properties and business recruiting.</p> <p>Have one-on-one meetings with Uptown business owners to gauge what they need and what they have coming up and how URG can help.</p>	<p>RoseMarie</p> <p>RoseMarie</p>	<p>Realty offices</p> <p>Local merchants</p>		<p>June 2024</p> <p>Begin by March 2024</p>
	<p>Coordinate with SHPO to offer a lunch and learn type event on Historic Tax Credits to increase awareness of historic preservation.</p> <p>Monthly email to business owners with educational offerings relating to small business, grant opportunities, etc.</p>	<p>April</p> <p>RoseMarie</p>	<p>NC SHPO office, RACC</p>		<p>May 2024</p> <p>Beginning January 2024</p>