



ENVISION

Thomasville North Carolina

2020



Our Vision...

Built upon its rich heritage, the Thomasville Area is a safe, healthy and thriving community that celebrates its cultural diversity and meets challenges with positive, solutions-focused effort. We envision a community embracing innovation and economic growth for existing and new businesses while enhancing the quality of life for its people. We see citizens; businesses; government; faith-based, social and educational institutions all working together on emerging opportunities for community betterment.

Solutions


Growth

Opportunities



EnVision 2020...

In the future that we are building, Thomasville is a desirable place to live and work because...

- People are friendly, community-minded and proud of Thomasville's image.
 - The area is attractive and welcoming to visitors and newcomers.
 - We are a charitable community founded on faith-based principles.
 - Neighborhoods are attractive, safe and focused on family life.
 - A variety of dining and shopping choices are plentiful throughout the area with a quaint, beautiful downtown as its hub.
 - Arts, cultural and recreational activities are abundant. Local events are well-designed and implemented and supported by the community.
 - Cultural diversity is embraced and celebrated.
 - Innovative, sustainable business development is encouraged and entrepreneurialism is thriving.
 - K-14 schools are centers of innovation and produce skilled graduates.
 - Citizens are health-conscious, and health care is easily accessible through state-of-the-art medical facilities.
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Goals & Strategies

To realize this vision, the Vision Task Force recommends the following goals and strategies.

Appearance & Image

Goal: Improve the appearance of entry-ways and main corridors

Strategies:

- Review the City Land Use plan for alignment with community vision
- Review, create & enforce appearance ordinances
- Organize citizens & businesses to clean designated areas

Goal: Create an entrepreneur-friendly, attractive downtown area

Strategies:

- Seek destination businesses that draw citizens to downtown
- Promote existing incentives for façade improvement
- Promote tax credits for historical renovations

Goal: Establish new uses for former industrial properties

Strategies:

- Inventory existing unused industrial and manufacturing facilities
- Analyze facilities for potential dispensation
- Develop an action plan to demolish or re-use buildings

Goal: Improve the appearance of housing and public recreational areas

Strategies:

- Upgrade and/or create new public recreation facilities
- Organize neighborhood clean-up projects



Marketing & Promotion

Goal: Establish a brand and create a marketing program as provided for by Thomasville on the Move

Strategies:

- Develop a marketing plan
- Develop a new brand/logo, future-focused
- Utilize advanced technology and social media
- Create a marketing director position
- Align tourism efforts with new marketing plan

Goal: Enhance and promote a strong “sense of community” among citizens of the Thomasville area

Strategies:

- Host themed events
- Increase awareness and communication for promotion of events
- Create a community calendar
- Develop a “discovery” committee to visit other communities for ideas on similar issues and marketing opportunities
- Promote the arts and develop cultural enrichment opportunities



Business Development & Entrepreneurialism

Goal: Create usable industrial sites

Strategies:

- Determine feasibility of new industrial/business park
- Assess re-use of some industrial buildings

Goal: Utilize existing commercial and retail business space

Strategies:

- Recruit shopping and dining retail businesses
- Upgrade/renovate buildings in downtown business district

Goal: Encourage entrepreneurial activity and provide support

Strategies:

- Create a business advisory group to provide mentoring and technical support to small businesses
- Establish a Business Development Center with shared resources to assist start-ups
- Establish a local Business Investors Group to assist with capital for new small businesses

Goal: Build a skilled workforce for the future

Strategies:

- Engage the business community in K-14 education
- Create a business-education partnership program
- Expose youth to new business models of the future
- Promote healthy lifestyles for citizens

Vision & Task Force Members

Steering Committee

Hope Surratt, Co-Chair
Ballard Surratt & Co.

Raleigh York, Jr. Co-Chair
Thomasville City Council

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*Tom A. Finch
Community YMCA*

Pat Shelton
Thomasville City Council

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Thomasville High School

Scott Styers
Thomasville City Council

Tony Hyde
NewBridge Bank

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Thomasville Medical Center

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*Thomasville Area Chamber
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Carolina Safety Sport

Solutions
Growth
Opportunities

Task Force

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Marc's Barber Shop

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