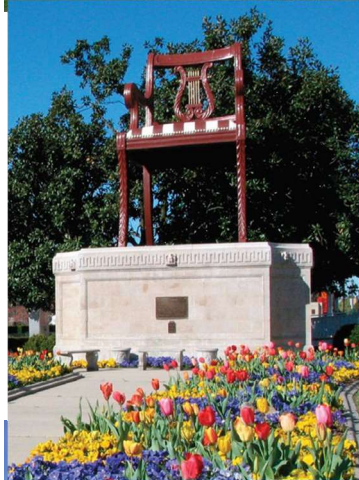




**THE DAVIDSON COUNTY
PARKS AND RECREATION
AND
TOURISM DEVELOPMENT
MASTER PLAN**

**June 2005
with 2013 and 2017 Update
With Addendum 2020**



***Davidson County Parks and Recreation
and Tourism Development Master Plan***

January 2020



Piedmont Triad Council of Governments

Davidson County Parks and Recreation

Tourism-Recreation Investment Partnership for Davidson County

-The Davidson County Parks and Recreation and Tourism Development Master Plan-

The master plan was developed in cooperation with the citizens of Davidson County, the Board of County Commissioners, the Town of Denton, the City of Thomasville and the City of Lexington. Funding for the plan was provided by Davidson County in partnership with the Denton Chamber of Commerce, Thomasville Chamber of Commerce, Lexington Chamber of Commerce, North Davidson Chamber of Commerce, Davidson Vision, Lexington Tourism and the Davidson County Horsemen's Association. The plan provides recommendations for the coordination of strategic recreation and tourism investments to create economic development and quality of life opportunities. Implementation of plan recommendations will help protect and enhance the county's natural, cultural and historic resources while capitalizing on unique assets to stimulate public and private investment in the local economy and to enhance parks and recreation opportunities for residents and visitors.

Deep appreciation is extended to each of the project funders. A special thanks to all task force members who contributed so freely of their time, energy, and ideas under the able leadership of tourism co-chairs Bill Patterson and Vickie Holder and Recreation Chair Gene Klump. A warm thanks to those who so generously hosted our meetings and provided a behind-the-scenes glimpse of Davidson County's premier attractions. A very special thanks to project Steering Committee members for their outstanding leadership throughout the planning process. A particularly heartfelt thank you to Jo Ellen Edwards for her steadfastness, conscientious attention to detail, and extraordinary project support.

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Executive Summary

Chapter 1 – Master Plan Purpose and Process

- The master plan is designed to serve as a guide for protecting and enhancing the natural, cultural and historic resources of Davidson County, while capitalizing on the County's unique assets to stimulate public and private investment in the local economy.
- The plan provides strategic parks and recreation and tourism development recommendations to improve the quality of life for county residents, attract new residents and help diversify the County's local economy.
- Citizen involvement is strongly emphasized to ensure plan recommendations accurately reflect community needs and values and to build strong support for implementation of the plan recommendations.

Chapter 2 – Current Conditions in Davidson County

- Foundation of general information about the county's strategic regional location and tourism market area, demographics, development trends, cultural and historic heritage and recent countywide planning efforts

Chapter 3 – Parks and Recreation Conditions and Trends

- Summary of national, state, regional and local recreation trends
- Extensive inventory of existing parks and recreation facilities in Davidson County
- Detailed assessment of existing County park facilities
- In depth parks and recreation needs assessment based on citizen input from multiple community workshops, surveys and task force meetings and validated through several conventional methods
- Conclusion: The County's park system is not keeping pace with the growing demand for recreation facilities. There is a general mismatch between existing County park resources and citizen expectations.

Chapter 4 – Parks and Recreation Recommendations

- **Parks and Recreation Findings:**
 - The most efficient way for the county to provide countywide recreation facilities is to focus its efforts on the creation of district level parks, specialty parks and greenways
 - One entity cannot provide all programs and facilities needed for the entire County
 - Cooperative partnerships need to be formed among multiple entities to provide the highest level of service to the most people at the lowest cost
- **Park Development Recommendations:**
 - Regional Parks
 - Proposed ALCOA Park on Tuckertown Lake (Potential partnership with ALCOA - 2,683 acres)_
 - District Parks
 - Boone's Cave Park Expansion & Greenway
 - Lake Thom-A-Lex Park Improvements and Potential Expansion & Greenway
 - East Optimist Park Expansion & Greenway
 - Linwood Park Expansion & Greenway
 - Southmont Park Expansion & Greenway
 - Denton Park Improvements
 - Reedy Creek Park Replacement (North Davidson District Park in new location)_
 - Specialty Parks
 - Countywide Sports Complex (multiple potential locations)
 - Agriculture Complex / Farmers Market / Equestrian Center (multiple potential locations)_
 - Community & Neighborhood Parks:
 - Municipal Parks / Booster Club Facilities / Proposed School / Park Partnership Sites_
 - Countywide Greenway and Blueway System
 - Proposed Thomasville Greenway Master Plan Corridors
 - Potential Municipal and County Greenway Corridors and Blueway / Paddling Trail Corridors
- **Parks and Recreation Administration and Funding Recommendations:**
 - Use Capital Improvements Programming (CIP) with 15-year planning horizon for long-range planning
 - Create 5-year and annual line item budget for each park to track staff, maintenance and repair needs
 - Establish new department structure with 3 Division Heads (Programs / Facilities / Maintenance)
 - Recommended park development projects need ± \$1.5 million annual investment over next 20 years
 - Maximize return on investment by pursuing multiple partnerships, donations, revenue sources & grants

Chapter 5 – Tourism Development Conditions and Trends

- Summary of national, state, regional and local tourism trends
- Extensive inventory of existing tourism assets in Davidson County

Chapter 6 – Tourism Development Recommendations

Tourism Development Background and Context:

- Davidson County has experienced economic success in the past via manufacturing industries, but intense global competition and a knowledge-based economy are creating major economic challenges for the County
- The County must begin now to aggressively restructure and diversify its economy in multiple, innovative ways. Low-skill manufacturing industries must be supplemented by higher skill industries, a more dynamic retail sector, and new industries such as tourism.
- Competition for the consumer's dollar will be intense--creativity, energy and a positive attitude will be needed to meet these challenges.
- Tourism cannot significantly contribute to the County economy unless visitors are attracted from beyond the County's borders, and these visitors spend money in Davidson County.
- It is not necessary for large sums of public money to be spent to begin accomplishing this goal. No large-scale, capital intensive, public building projects need take place initially. The public sector should serve primarily as a supporting mechanism for the private sector, and act in a coordinating and facilitating role.
- Davidson County's immediate challenge is to help what is already here to be successful.

Tourism Development Findings and Facts:

Major Tourism Strengths of Davidson County:

- High traffic via excellent highway infrastructure
- Market location---proximity to large population base
- Central North Carolina location
- Emerging base of anchor attractions
- Several "diamonds in the rough"

Major Tourism Challenges in Davidson County:

- Creating a cohesive set of assets that together define a "story" about Davidson County that would make people want to visit and stay overnight
- Sending out a consistently positive message about Davidson County
- Building unity and cooperation locally and regionally
- Building a culture of high expectations/confidence/achievement/success
- Embracing change and diversity
- Transitioning to a knowledge-based economy
- Attracting talent and investment
- Overcoming misunderstanding about the role of tourism in economic development

Core Values for Tourism Development in Davidson County:

- Authenticity / Pride / Integrity / Fiscal Responsibility / Community Bonds and Friendships

Major Opportunities:

- Tourism is an industry capable of bringing significant wealth and investment into the County - not a luxury.
- Tourism channels dollars from beyond the County's borders into the County's economy and provides jobs for County citizens.
- Tourism is one of North Carolina's largest and fastest growing industries. Domestic travelers spent \$13.2 billion across North Carolina in 2004, representing a 5% increase over the previous year.

Tourism Development Recommendations:

Build Capacity and Infrastructure

- Coordinating Mechanism
- Financial Resources
- Community Acceptance
- Physical Infrastructure
- Visitors' Centers
- Overnight Accommodations

Build A Positive Image

- Overcoming Negative Images
- The Need for a Positive and Compelling Overall "Story"
- Public Relations Campaign

Provide High Quality Visitor Services

- Information Technology
- Hospitality Training
- Alcohol Availability

-
- Aggressively Market and Promote “Ready” Assets
 - Primary Anchors (Places) – Places: Barbecue Restaurants, Camp Walter Johnson, Childress Vineyards, Davidson County Historical Museum, Denton Farm Park, Downtowns (Denton, Lexington, and Thomasville), High Rock Lake, RCR and NASCAR, Thomasville/Lexington furniture (the communities and the companies), Timberlake Galleries, Vietnam Memorial, Yadkin Valley Wine/Viticulture Region
 - Primary Anchors (Events) - Lexington Barbecue Festival, Thomasville Everybody’s Day, Lexington Multi-Cultural Festival, Bassmasters’ Tournament at High Rock Lake, Threshers’ Reunion, Lexington Uptown Christmas Open House
 - Develop New Assets
 - First Priority Places - Alcoa/Tuckertown Park, Barbecue coupled with music, Barbecue Museum, Boone’s Cave (interpretation and improvements), Central Complex, Downtowns (Denton, Lexington, and Thomasville), NC Music Hall of Fame, Thematic trails
 - First Priority Events - Lake-based festival, Two-day Barbecue and Everybody’s Day festivals, Spring festival, Early Piedmont frontier/heritage festival, German migration to America/heritage conference, Furniture festival, Hairston Reunion satellite events, Geocaching
 - Examples of Thematic Trails – NASCAR (coordinate RCR with nearby Petty, Roush, Labonte, Mooresville area, etc.), Barbecue, German heritage (churches, cemeteries, etc.), African-American heritage with Petersville as hub (churches, cemeteries, etc.), Furniture, Yadkin Valley Wine, Civil War Trail, Trading Path, Underground Railroad, Boone’s Path to Kentucky, Galleries/studios including Essick, Timberlake and local artists, craftsmen, etc. Model after the highly successful arts/crafts trails developed by Handmade in America in Western North Carolina
 - Protect Private / Sensitive / Endangered Areas and Assets
 - Historic Churches, Cemeteries, Family Histories, Native American Artifacts, Natural Resources, Rural Landscapes and Open Spaces, Unique/Historic Architecture, Scenic Corridors
 - Research Opportunities (Diamonds in the Rough)
 - Examples: Piedmont Frontier Heritage (Native American, German Migration, Ties to Pennsylvania and Kentucky), African-American Settlement and Legacy, Southern Cuisine, Furniture Heritage.
 - Develop Networks, Alliances, Partnerships
 - Local, Regional, State, National and International
 - Identify, Develop and Cultivate Markets
 - To establish a successful tourism industry in Davidson County five basic questions must be answered: 1) Do we want visitors? 2) If so, how many? 3) Who are they? 4) What are their likes and dislikes, consumer preferences, lifestyles, etc.? 5) How do we get them to come to Davidson County to spend money?

Chapter 7 – Master Plan Implementation

- The Master Plan is the Starting Point – Not a Conclusion
- Form an Implementation Committee:
 - Develop Priorities
 - Outline Detailed Action Plans for Top-Priority Initiatives
 - Include Broad Representation of Tourism and Recreation Interests
 - Advocate for and Pursue Implementation of Master Plan Recommendations

Chapter 1: Master Plan Purpose and Process

Purpose of the Master Plan

The Davidson County Parks and Recreation and Tourism Development Master Plan is designed to serve as a guide to protect and enhance the natural, cultural and historic resources of Davidson County, while capitalizing on the County's unique assets to stimulate public and private investment in the local economy. The plan balances the needs and concerns of the public as well as the realities of Davidson County's current and projected economic condition.

Tourism involves travel and the industries that support travel, such as hotels, restaurants, shops, and festivals. Intangible elements such as education, culture, adventure, relaxation and a search for memorable experiences provide the motivation for travel and the desire to seek a destination. Tourism as an economic development strategy will create opportunities for business growth in Davidson County. Unique local assets serve as a rich resource for future business development.

Recreation involves a wide range of active and passive leisure activities. Creating a desirable community with increased recreational opportunities not only improves the quality of life for existing residents but also attracts new residents and investors.

Together, recreation and tourism development will improve the quality of life for local residents, attract new residents and help diversify the County's local economy.

Vision, Mission and Goals

At the outset of the study, the Davidson County Board of Commissioners wisely recognized that while recreation or tourism studies could be devised separately, the County would maximize potential benefits by working on a dual track to craft a synergistic planning strategy. The dynamics of recreation and tourism planning are quite different and require fundamentally different approaches, however, this plan integrates the two so that each complements the other and supports mutual benefits. The following vision, mission and goals served as guiding principles for the master plan.

Our Vision for the Year 2025

Over the past fifteen years Davidson County has used its master plan as the guide for making strategic investments in its recreation and tourism infrastructure. We look with pride at the results of our diligent work together in successfully competing for investor, tourist, and grant dollars. Multiple benefits have been gained through each of these investments. New programs and facilities have been established throughout the county, providing a rich variety of lifelong leisure and recreation opportunities for our residents. Our natural, cultural, and historic resources have been carefully protected. These cherished resources have been used as the foundation for many new sustainable recreation, agriculture, and heritage-tourism enterprises. Consistent improvements in the quality of life of our residents have been instrumental in retaining existing industries, and recruiting diverse new economic development. Countywide cooperation and creative public/private partnerships have helped us capitalize on our unique qualities, enhance community amenities, and preserve the assets that make us special. As a result, we have become a popular destination for visitors and investors, and an even more desirable place to live, work and raise a family.

Master Plan Mission Statement

Establish a master plan that coordinates and guides strategic investments in county and municipal recreation and tourism resources to create economic development and quality of life opportunities.

Parks and Recreation Task Force Mission Statement

The Recreation Task Force will provide park & recreation goals and strategies based on an assessment of existing facilities & programs and on current & future recreation demands of Davidson County residents. Community needs & desires will be carefully balanced with financial considerations, to provide appropriate, realistic, and practical recommendations for a coordinated countywide park and recreation system that showcases and protects our most cherished natural, cultural, and historic resources, is integrated with existing and potential future tourism attractions, and is interconnected with trails and greenways.

Tourism Task Force Mission

The Tourism Task Force will evaluate Davidson County's potential for attracting visitors and will make prioritized recommendations for strategic asset development and related investments. A central focus will be on investments that can serve multiple needs, specifically recreation and economic development.

The Task Force will take a strategic approach by assessing those strategies that can realistically be implemented, will lift the local economy by providing jobs, and place the County in a more competitive position as it enters a new economic era.

The Task Force will look both short and long-term, with the goal of building a solid foundation for sustained success in the field of tourism.

Master Plan Goals

- *Serve the recreation needs of the existing and future residents of Davidson County.*
- *Attract visitors who will generate increased economic activity within the County.*
- *Attract new residents who will add value to the community, especially the more highly-skilled knowledge workers needed to compete in the new economy.*
- *Strengthen Davidson County's quality of life, making the County more competitive in the new economy and more attractive to strategic investment.*
- *Foster efficiency and sound fiscal management through overall planning and coordination of recreation and tourism resources.*
- *Add to the County's tax base by stimulating private investment in recreation and tourism, including hotels, restaurants, and conference facilities.*
- *Strengthen existing businesses and attractions such as furniture outlets and restaurants, by bringing increased visitation.*
- *Place the County in a stronger position to attract commercial, industrial and residential investment generated by the proposed FedEx hub.*
- *Provide the planning foundation necessary to successfully compete for public and private foundation grants to advance implementation of the Master Plan*
- *Foster positive "community-building" and broad public support for plan recommendations, by involving a wide range of citizen volunteers; grassroots organizations; staff, and business & civic leaders. Emphasize successful implementation by setting priorities for strategic investments, and providing a clear path of action.*
- *Protect our County's most cherished natural, cultural, and historical resources.*

Public Involvement Process

Throughout the development of this plan, multiple efforts were made to inform and engage the public. Existing residents shared their desires and needs for improvements in recreation programs and facilities and their dreams about potential tourism attractions. The final recommendations and strategies outlined in this plan were then more fully developed by two Task Forces of community and business leaders and other stakeholders representing all areas of the county. These strategies and recommendations were built upon the expressed needs, issues, desires and values of residents in Davidson County regarding tourism and recreation supported by extensive research, consultation, and analysis.

Public involvement was a primary component of the planning process and will ultimately be the key to the successful implementation of the plan. Each aspect of the three-part planning process was designed to facilitate widespread and meaningful citizen involvement.

First, information was gathered on current economic conditions, and recreation and tourism opportunities, assets and resources. This information was then mapped and analyzed. Second, input from a broad cross-section of county residents was obtained through community workshops, surveys, and meetings. Community workshops were held in each of the five park districts established for the planning process to ensure representation from all areas of the county. Together the research, analysis, and community values form

the foundation for the strategic recommendations of the two Task Forces.

2017 Update Steering Committee: A ten member Steering Committee of representatives from different areas of the County was formed to help guide the facilitators in the update of this plan. Steering committee membership included staff from Davidson County, the Cities of Lexington and Thomasville, the Town of Denton, Midway, and Wallburg as well as representatives from the Lexington Tourism Development Authority, the Thomasville Tourism Development Authority and The Tourism-Recreation Investment Partnership for Davidson County Foundation. The Steering Committee met in August 2016, and held public input sessions in December 2016.

Community Advisory and Technical Advisory Committees: Advisory committees were formed early in the planning process. Steering committee members met with each municipal elected board and the County Commissioners to inform them about the project and get their input concerning membership of the Community Advisory Committee (CAC), Technical Advisory Committee (TAC), and Task Forces. The CAC was formed to provide an opportunity for key community leaders (e.g. local government managers, economic developers, commissioners, funding partners, key business owners) to be informed and add their support to the project. Technical Advisory Committee members (e.g. tourism development directors, parks and recreation directors, Davidson Community College faculty) provided valuable technical support to

the PTCOG project staff. Both groups met at the start of the planning process and were briefed on the purpose, process, and outcomes, and asked to provide input on task force membership. A joint committee meeting was then held to help identify Davidson County's strengths and weaknesses in the areas of tourism and parks and recreation.

Tourism and Recreation Task Forces:

Both task forces were comprised of community and business leaders representative of the diverse geography and demography of the county. Task Force participation remained high throughout the

process as members evaluated Davidson County's potential for attracting visitors and made prioritized recommendations for strategic asset development and related investments. The central focus of each Task Force was on identifying investments that could serve multiple recreation, tourism, and economic development

needs. Each Task Force recommended strategies to be implemented to lift the local economy by providing jobs, and place the County in a more competitive position as it enters a new economic era. Both the short- and long-term goal is to build a solid foundation for

sustained success in the field of tourism and recreation services.

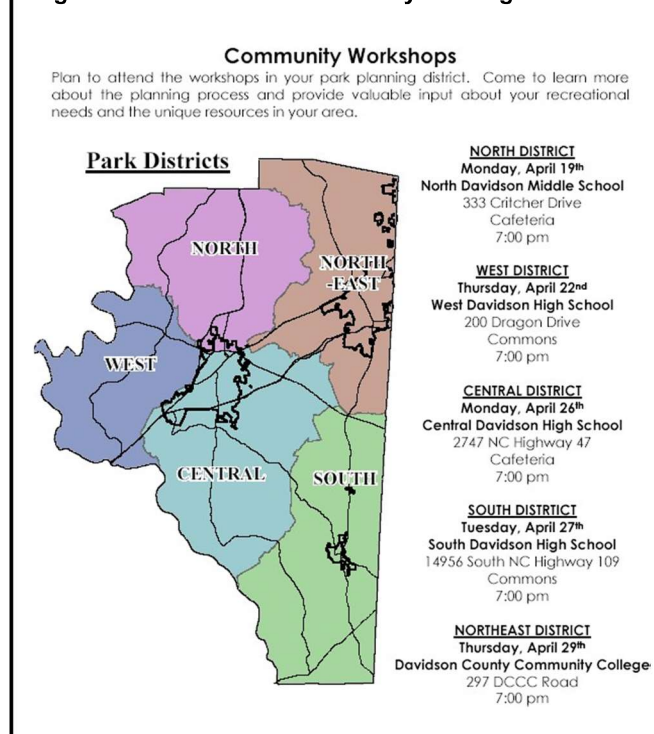
Community Meetings: During April 2004 community meetings were held in each of the County's five park planning districts established for the master planning process (see Figure 1). Park district boundaries were based on High School districts to encourage citizen participation throughout the County. Participants in each workshop were shown a slide presentation covering the plan vision, the planning process and the County's current economic conditions. These slides also

highlighted Davidson County's natural, cultural, and historic resources. Participants were encouraged to consider the full spectrum of tourism and recreation possibilities in Davidson County.

Workshop participants completed a mini-survey designed to assess individual perceptions

about Davidson County's strengths, weaknesses, opportunities, needs and resources in the areas of both tourism and recreation. Participants were then asked to share their ideas, concerns, needs and desires through a facilitated group discussion. Participants voted on

Figure 1: Park District Community Meeting Locations



their top five priorities for both tourism and recreation in Davidson County. These priorities were grouped into like categories.

Recreation Survey: 1,000 printed surveys were distributed by mail to randomly selected residents of Davidson County. The survey was designed to determine current recreation participation patterns and to identify emerging needs for new parks and recreation programs and facilities.

Public Relations Efforts: Multiple efforts were made to keep the public informed about the opportunities for involvement throughout development of the master plan. Key public relations activities to increase citizen interest and involvement included:

- Presentations to multiple civic clubs across the county.
- Steering committee member interviews conducted on local radio programs.

- Featured news segments on Fox 8 News and News 2.
- Public service announcements on WLXN.
- Multiple articles and editorials in the *Lexington Dispatch*, *Denton Orator* and *Focus Magazine* including interviews with steering committee members.
- Information posted on local cable access programs
- Notices and information made available on the County's Tourism Development Partnership webpage

The community workshops, workshop mini-surveys, and recreation surveys provided the foundation for identifying community values in Davidson County. A summary of public involvement results is provided in the following chapters.



Chapter 2: Current Conditions in Davidson County

County Location and Market Area

Davidson County is centrally located within the State of North Carolina and the Eastern United States. Located 21 miles south of Winston-Salem and 59 miles north of Charlotte, the County benefits from an excellent system of highways, major roads and secondary roads that tie the entire county together and connect it with the rest of the region, the state and the southeast US.

- I-85 connects Lexington and Thomasville and provides direct access to Charlotte, Greensboro, Burlington, and the Triangle area.
- NC-8 and US-52 bisect the county providing easy access to Winston-Salem.
- US-64 connects Lexington and Denton to Asheboro.
- The County is within 750

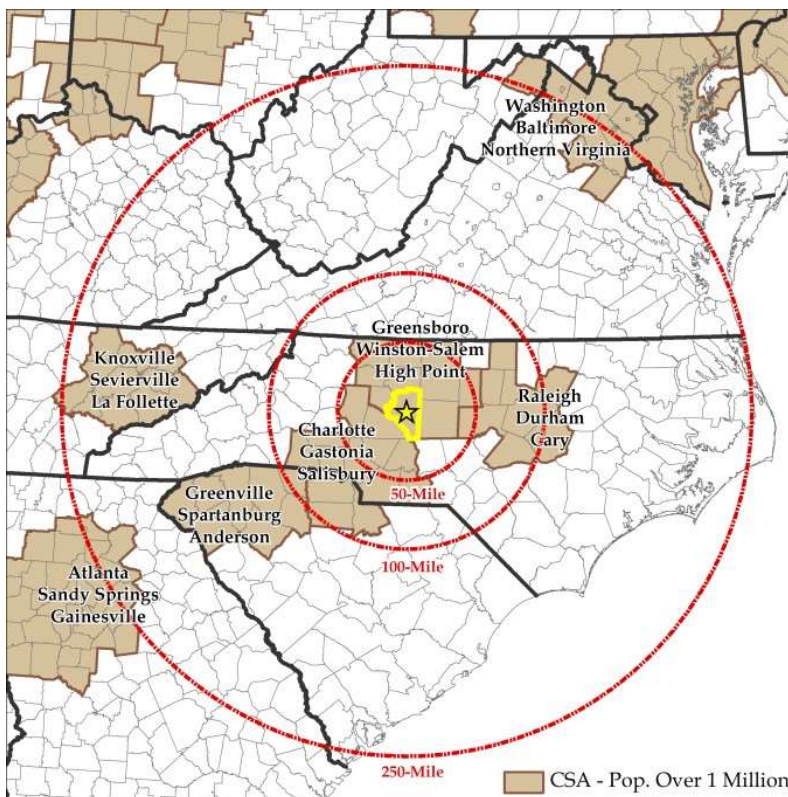


Figure 1: Overview of County location

The area within a 50-mile radius of Davidson County is an excellent source for recreational tourism day trips.

miles of 30 combined statistical areas (CSAs) and within 500 miles of 20 CSAs with a population of more than 1 million.

- The County is within 250 Miles of 6 CSAs with a population of more than 1 million (Triad, Triangle, Charlotte, Greenville, Knoxville, Atlanta, Washington, D.C.), providing an excellent regional population base for marketing Davidson County as a tourism and recreation destination (U.S. Census Bureau, 2010).

Davidson County is located in the heart of North Carolina's Piedmont region. Forested land covers 51% of the county's land area and 99% of that land is privately owned. Farmland makes up about 24% of the total land area in the county while 14% of the land area is developed (NLCD, 2006). High Rock Lake is the largest water body in the county. Owned and managed by ALCOA, the lake has 360 miles of shoreline. About 5% of the High Rock Lake shoreline is currently used for recreation purposes. The Yadkin River runs along the entire western edge of the county and flows into High Rock Lake. ALCOA owns approximately 13,228 acres of land along the river and lake. Davidson County owns approximately 295 acres designated as open space.

Lake Thom-a-Lex is the second largest water body in Davidson County. Located between Thomasville and Lexington, it is the major water supply for both cities. Existing recreational uses include boating and bank fishing. Nearly half of Davidson County's land area is located within protected watershed areas, which are subject to special land development controls.

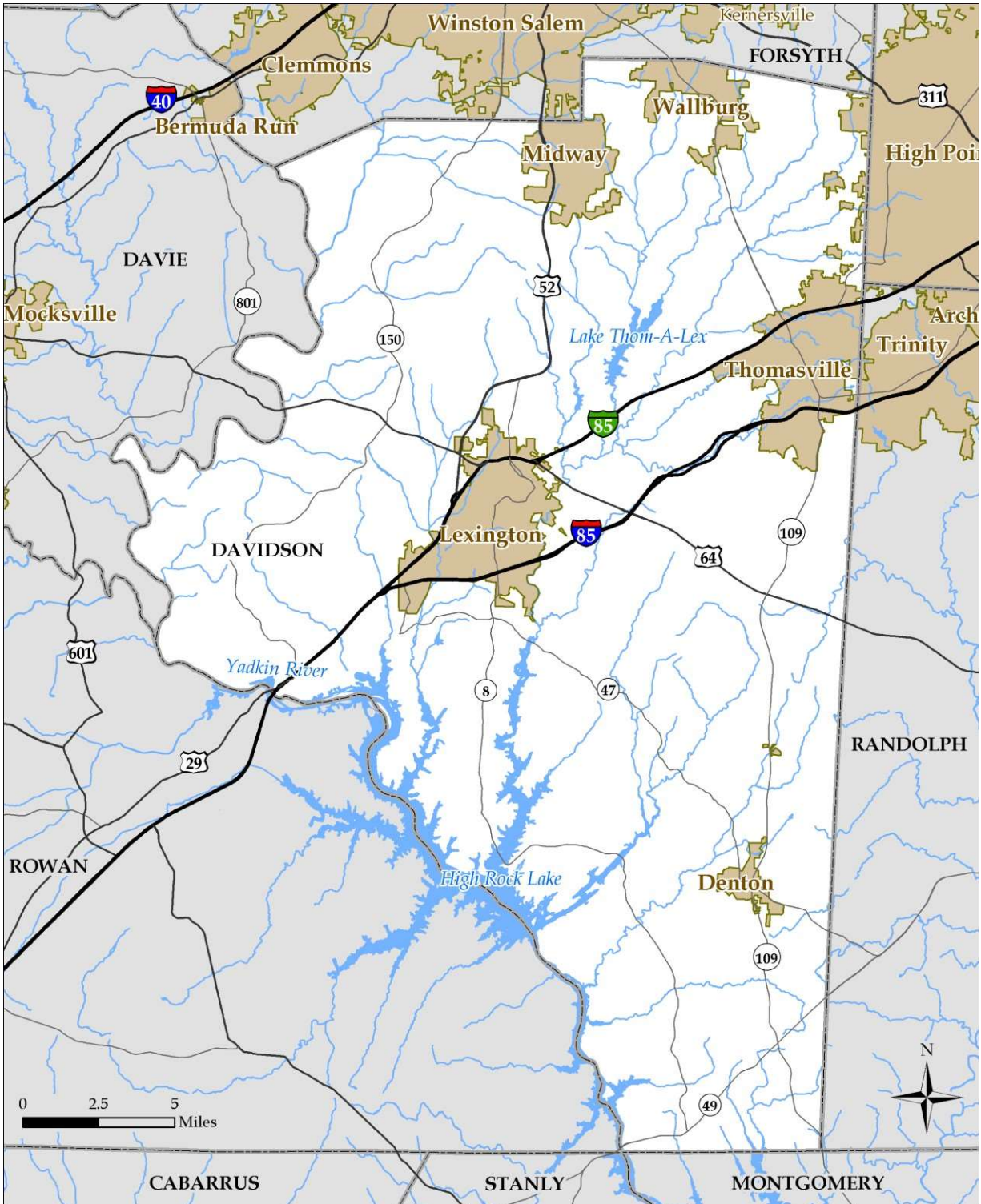


Figure 2: County Overview Map

County Demographics

Summary of Primary Demographics

Table 1: Davidson County Demographic Overview

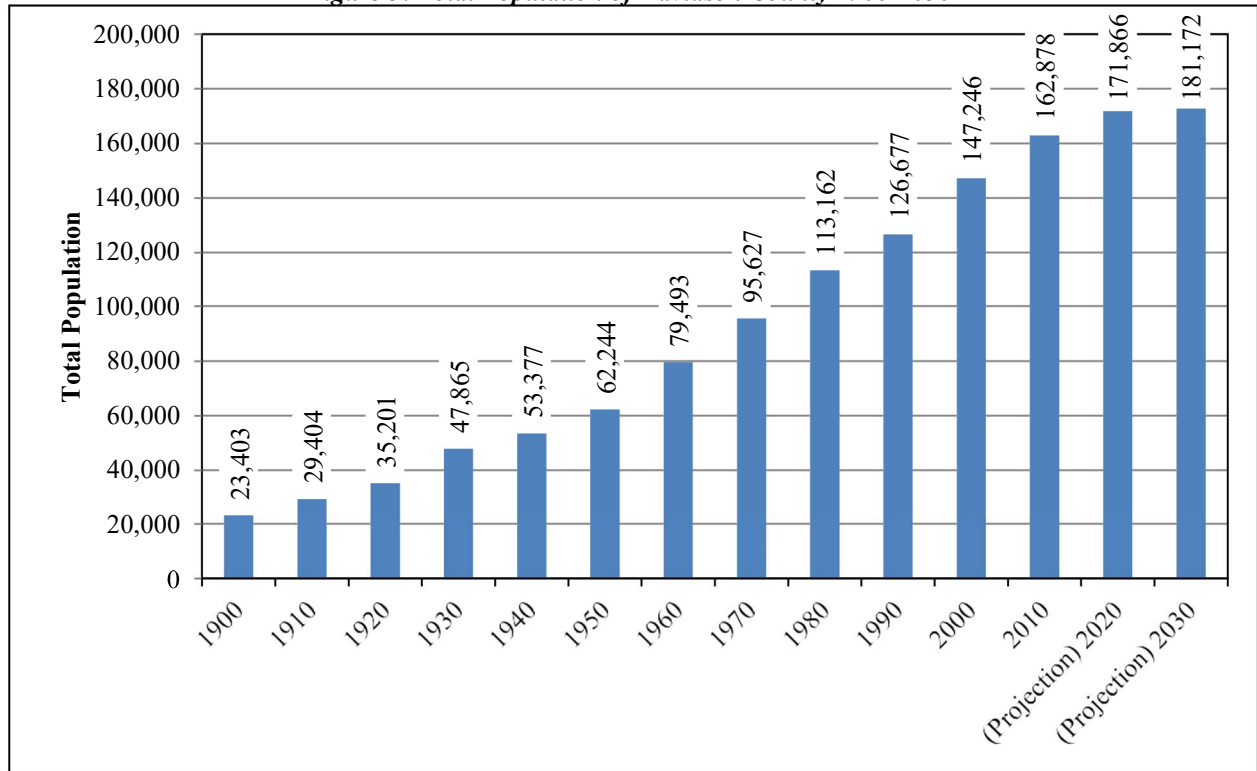
Demographic Feature	Davidson County	North Carolina
Population, 2010	162,878	9,535,483
Land Area, 2010 (square miles)	553	48,618
Persons per Square Mile, 2010	294.7	196.1
Population gained, 2000-2010	15,632	1,486,170
Population Growth Rate, 2000-2010	10.6%	18.5%
Percent Minority Residents, 2010	18.0%	34.7%
Median Age, 2010	40.3	37.4
Average Household Size, 2006-2010	2.5	2.5
Homeownership Rate	73.2%	68.1%
Median Household Income, 2006-2010	\$44,249	\$45,570
Median Value of Owner-Occupied Housing, 2006-2010	\$128,200	\$149,100
Poverty Rate, 2006-2010	14.5%	15.5%
Mean Travel Time to Work, 2006-2010 (minutes)	22.6	23.4
Percentage of Adults with a High School Diploma, 2006-2010	79.1%	83.6%

Source: U.S. Census Bureau, 2000 & 2010; American Community Survey, 2006-2010.

Population and Growth

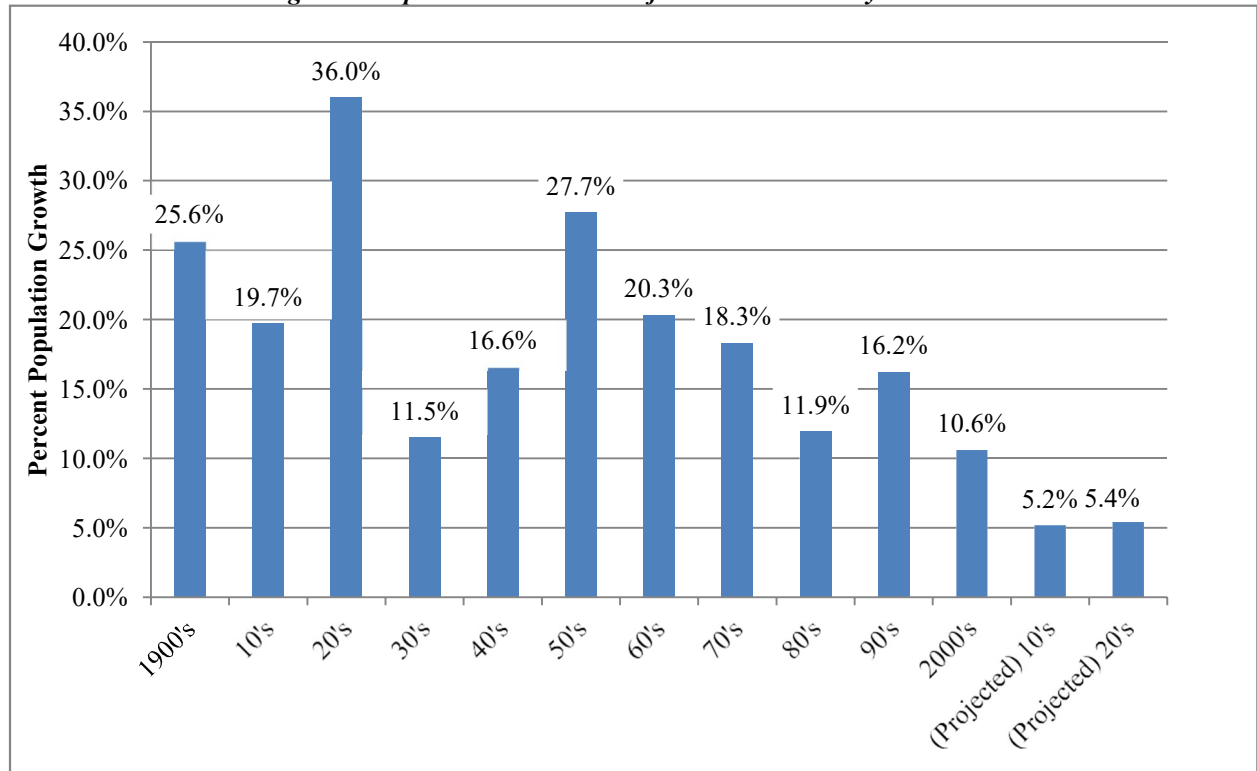
Davidson County experienced steady population growth throughout the 20th Century. With a growth rate of 16.2% during the 1990s, Davidson County had a population of 147,246 by the beginning of the 21st century. By 2010, the population grew to 162,878 with the growth rate falling to 10.6% (U.S. Census Bureau 1990-2010). By 2030, the County is expected to add 18,294 people. The growth rate is projected to continue to decline to just over 5% through 2030 (NC OSBM, 2020-2030 Projections). Lexington and Thomasville experienced continued growth throughout the last century; however, Lexington experienced a decline in population from 2000 to 2010 (U.S. Census Bureau 1900-2010).

Figure 3: Total Population of Davidson County 1900-2030



Source: U.S. Census Bureau, 1900-2010; NC OSBM, 2020-2030 Projections

Figure 4: Population Growth Rate for Davidson County 1900-2030



Source: U.S. Census Bureau, 1900-2010; NC OSBM, 2020-2030 Projections

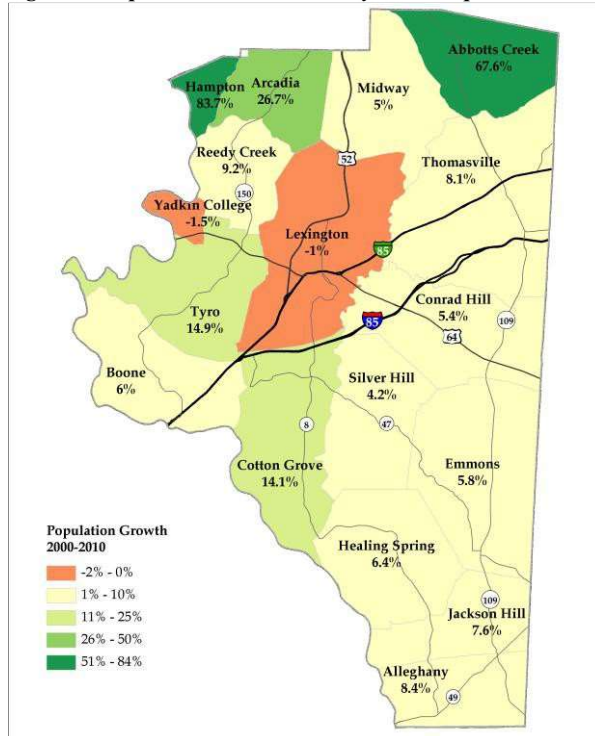
Table 2: Total Municipal Population 1920-2010

	1920	1930	1940	1950	1960	1970	1980	1990	2000	2010
Denton	559	540	677	766	852	1,017	949	1,292	1,450	1,636
Lexington	5,254	9,652	10,550	13,571	16,093	17,205	15,711	16,581	19,953	18,931
Midway	-	-	-	-	-	-	-	-	-	4,679
Thomasville	5,676	10,000	11,041	11,154	15,190	15,230	14,144	15,915	19,788	26,757
Wallburg	-	-	-	-	-	-	-	-	-	3,047

Source: U.S. Census Bureau, 1920-2010

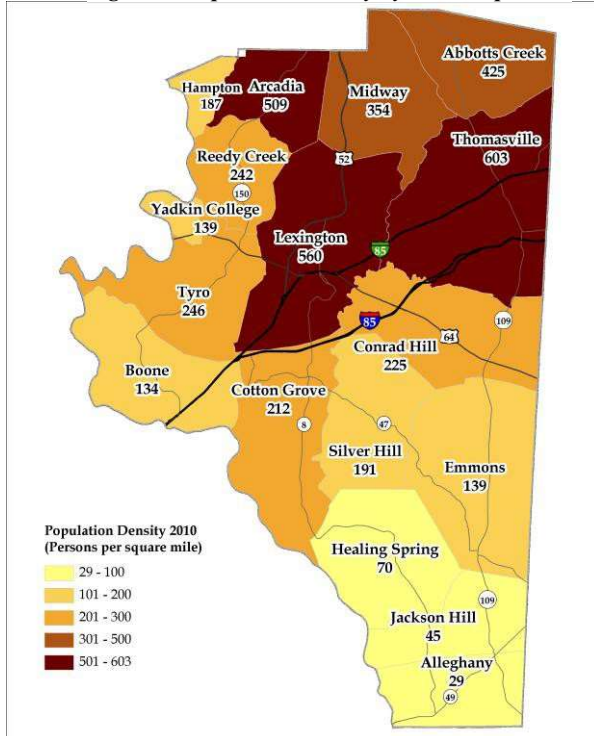
Most of Davidson County's population growth between 2000 and 2010 occurred in the northern townships of Hampton, Abbotts Creek and Arcadia. The townships of Lexington and Yadkin College had a negative population growth. With the exception of Tyro and Cotton Grove, the remaining townships grew at a rate slightly under 10% (U.S. Census Bureau 2000-2010).

Figure 5: Population Growth Rate by Township, 2000-2010



Source: U.S. Census Bureau 2000 & 2010

Figure 6: Population Density by Township, 2010



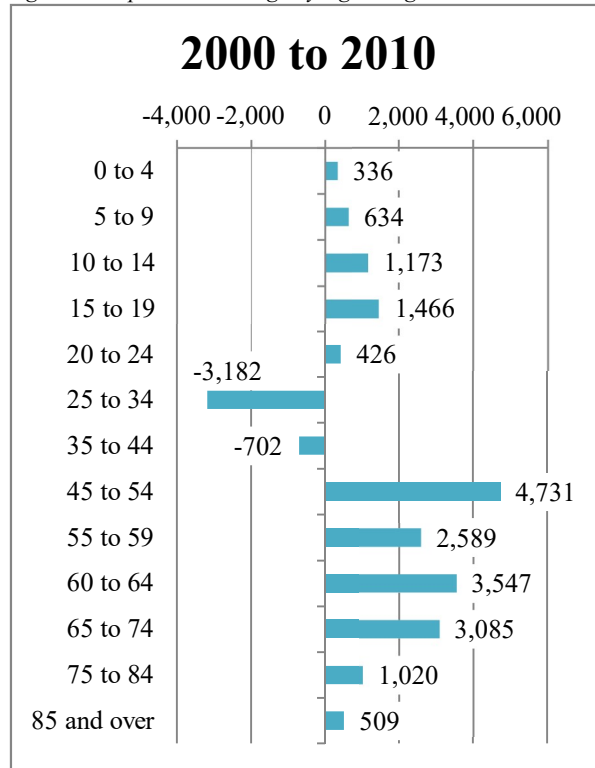
Source: U.S. Census Bureau 2010

The County's population density is highest in the Thomasville, Lexington and Arcadia townships. The northern townships of Midway and Abbotts Creek also have a moderately dense population. The southern portion of Davidson County is largely rural with primarily residential development. The average density countywide in 2010 was 294.7 persons per square mile, up from a density of 266.3 persons per square mile in 2000 (U.S. Census Bureau 2000 & 2010).

Age

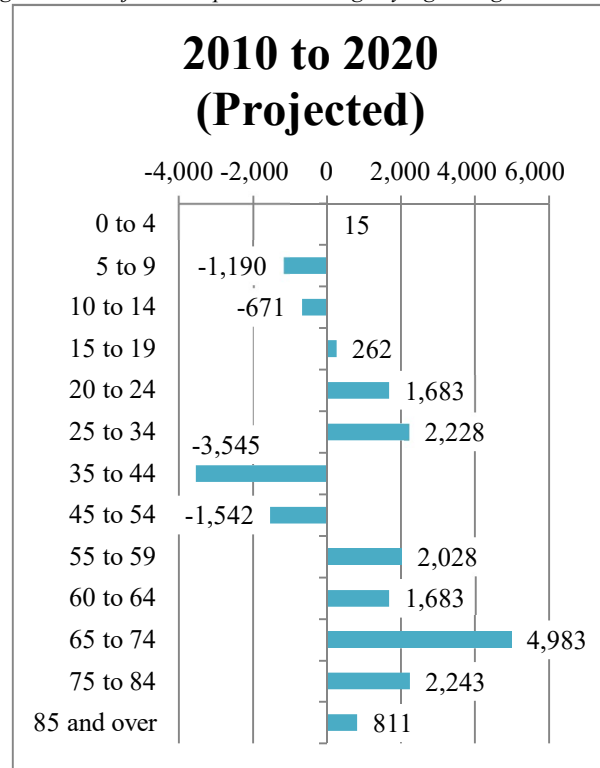
The largest age group in the county is the younger “Baby Boomer” generation – 45 to 54 years of age. This age group saw the highest population increase between 2000 and 2010. All age groups gained population with the exception of those ages 25 to 44 (U.S. Census Bureau, 2000-2010). This age group of young professionals is important to attract and retain because they are the labor force that will shape the County’s economic future. In the coming decade, the retirement age group (65-74) is expected to increase the most, with a declining younger population 5-14 years and 35-54 years of age (NC OSBM, 2020 Projections by Age Group).

Figure 9: Population Change by Age Range, 2000-2010



Source: U.S. Census Bureau 2000-2010, SF1, Table QT-P1

Figure 10: Projected Population Change by Age Range, 2010-2020



Source: U.S. Census Bureau 2010, SF1, Table QT-P1; NC OSBM, 2020 Projections by Age Group

25 to 44 year old young professionals are important to attract and retain because they are the labor force that will shape the County’s economic future.

Race

Minorities (Whites, not Hispanic) account for 18% of the total population in Davidson County. This proportion is much lower than the statewide minority rate of 34.7%. Ethnic diversity is highest within the cities of Lexington and Thomasville. African Americans are the highest minority group at almost 9% countywide. That number jumps to 28.4% in the city of Lexington and to 19.6% in the city of Thomasville.

The Hispanic population is the fastest growing segment of the population yet currently comprises only 6.4% of the total countywide population. The Hispanic population in the cities of Lexington (16.3%) and Thomasville (14.4%) is also significantly higher (U.S. Census Bureau, 2010).

Table 3: Race & Ethnic Diversity, 2010

	Davidson County		North Carolina	
	Population	Percentage	Population	Percentage
Total Population	162,878		9,535,483	
RACE				
White	137,359	84.3%	6,528,950	68.5%
Black or African American	14,421	8.9%	2,048,628	21.5%
American Indian and Alaska Native	794	0.5%	122,110	1.3%
Asian	1,994	1.2%	208,962	2.2%
Native Hawaiian and Other Pacific Islander	27	0.0%	6,604	0.1%
Some Other Race	5,871	3.6%	414,030	4.3%
Two or More Races	2,412	1.5%	206,199	2.2%
ETHNICITY				
Hispanic or Latino	10,408	6.4%	800,120	8.4%
Not Hispanic or Latino	152,470	93.6%	8,735,363	91.6%

Source: U.S. Census Bureau, 2010

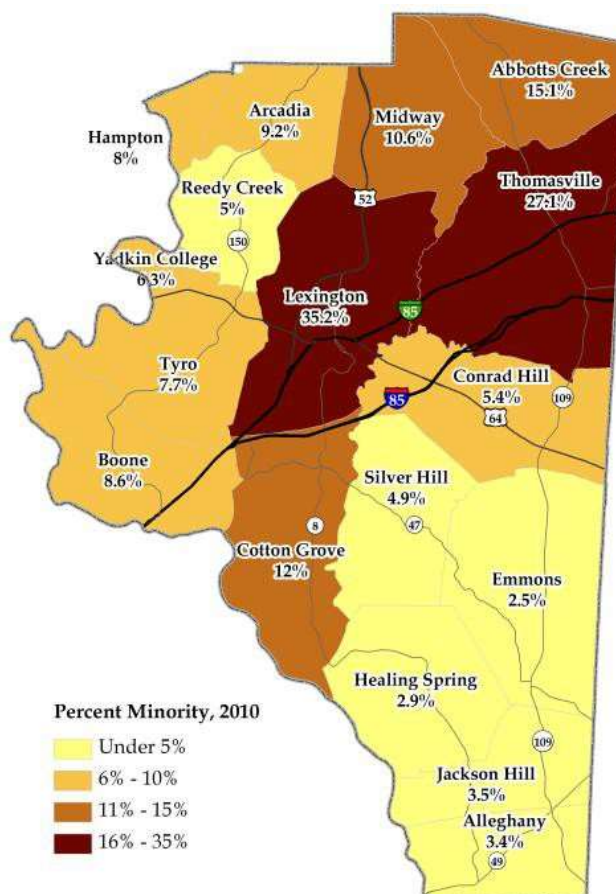
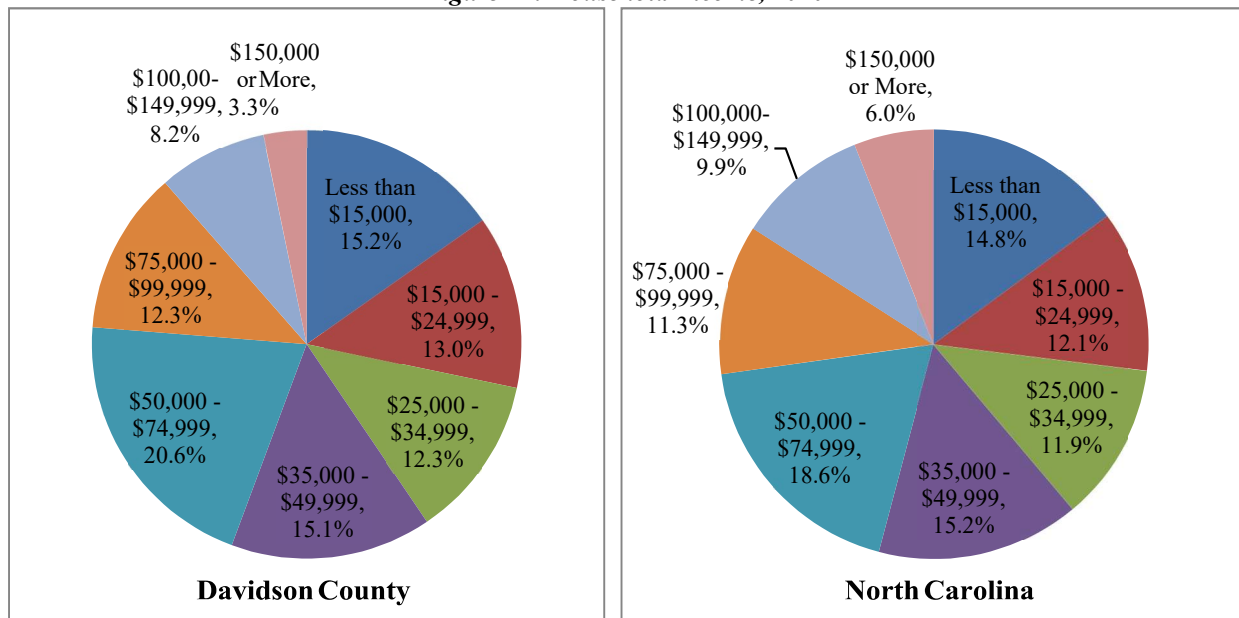


Figure 11: Percent Minority by Township, 2010

Income & Poverty

The median household income in Davidson County is \$44,249, which is slightly lower than the state median of \$45,570. The median household incomes in Davidson County's municipalities are significantly lower at \$30,228 in the City of Lexington, \$35,309 in the City of Thomasville, and \$33,594 in the Town of Denton (ACS, 2006-2010).

Figure 12: Household Income, 2010



Source: American Community Survey, 2006-2010

Table 4: Change in Median Household Income, 1990-2010

	Median Household Income			Change 1990-2000		Change 2000-2010		Change 1990-2010	
	1990	2000	2010	\$	%	\$	%	\$	%
Davidson County	\$27,913	\$38,640	\$44,249	\$10,727	38.4%	\$5,609	14.5%	\$16,336	58.5%
North Carolina	\$26,647	\$39,184	\$45,570	\$12,537	47.0%	\$6,386	16.3%	\$18,923	71.0%

Source: U.S. Census Bureau 1990 & 2000; American Community Survey, 2006-2010

The County's median household income has risen since 1990, but at a slower rate of change than that of North Carolina. In 2010, the northern townships of Arcadia, Hampton, and Abbotts Creek were the wealthiest in the County. The Lexington and Jackson Hill townships had the lowest median incomes in 2010.

In North Carolina, 15.5% of the population lives below the poverty level. This percentage is slightly lower in Davidson County at 14.5%. However, the poverty level is significantly higher in the cities of Lexington (26.4%) and Thomasville (27.3%) and within Alleghany Township located at the far southern end of the county (38.9%).

Figure 13: Median HH Income, 2010

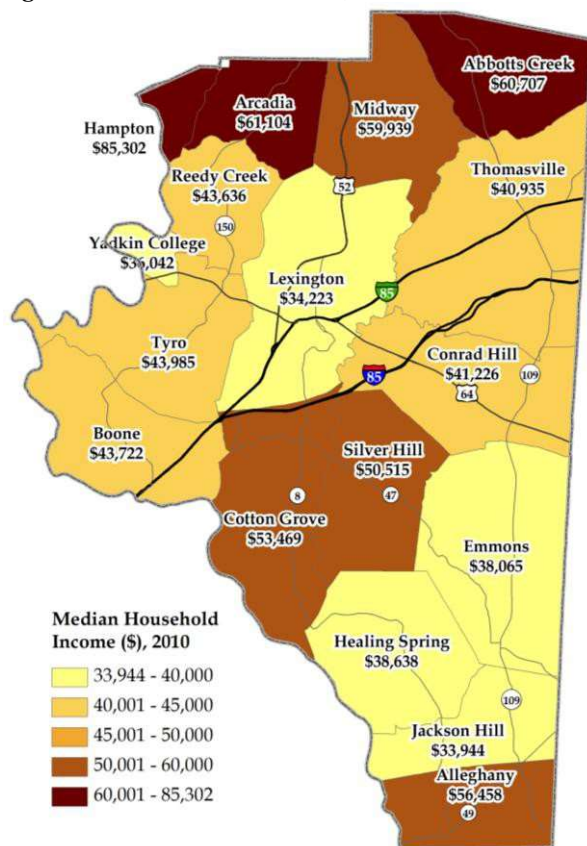
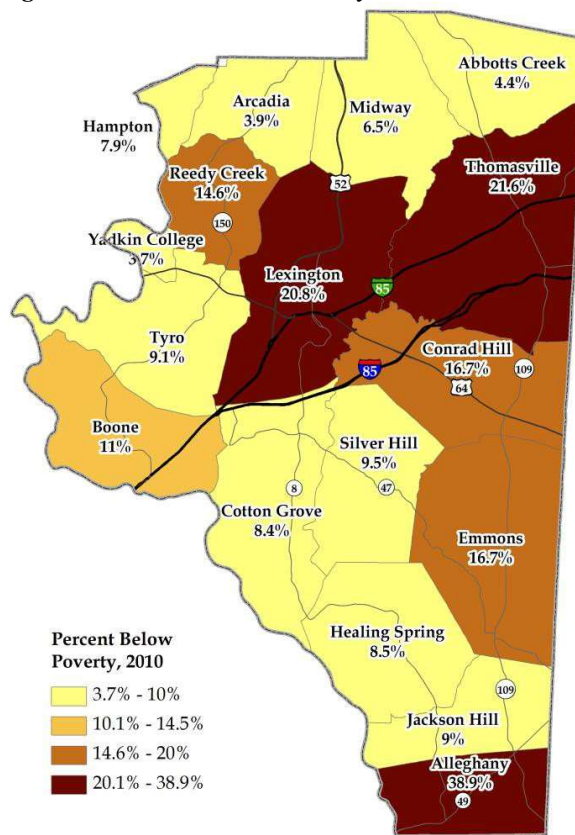


Figure 14: Percent Below Poverty, 2010



Source: ACS, 2006-2010

Education

The rate at which educational attainment levels are advancing in Davidson County is more rapid than the rate of change in the State of North Carolina as a whole. In 2010, 79.1% of adults age 25 or older in Davidson County had at least a high school diploma, up from the 2000 percentage of 72.0%. However, Davidson County still lags behind the state average of 83.6% in 2010 (ACS, 2006-2010). The gap in the proportion of Davidson County residents who have a Bachelor's degree or higher increases when compared with the state average. In 2010, only 16.3% of Davidson County adults had a college degree, compared with 26.1% of North Carolina residents (ACS, 2006-2010).

Table 5: County and State Educational Attainment 2000-2010

Educational Attainment	2000	2010	Change
High School Diploma or Higher			
Davidson County	72.0%	79.1%	7.1%
North Carolina	78.1%	83.6%	5.5%
Bachelor's Degree or Higher			
Davidson County	12.8%	16.3%	3.5%
North Carolina	22.5%	26.1%	3.6%

Source: ACS, 2006-2010; U.S. Census Bureau 2000

Employment

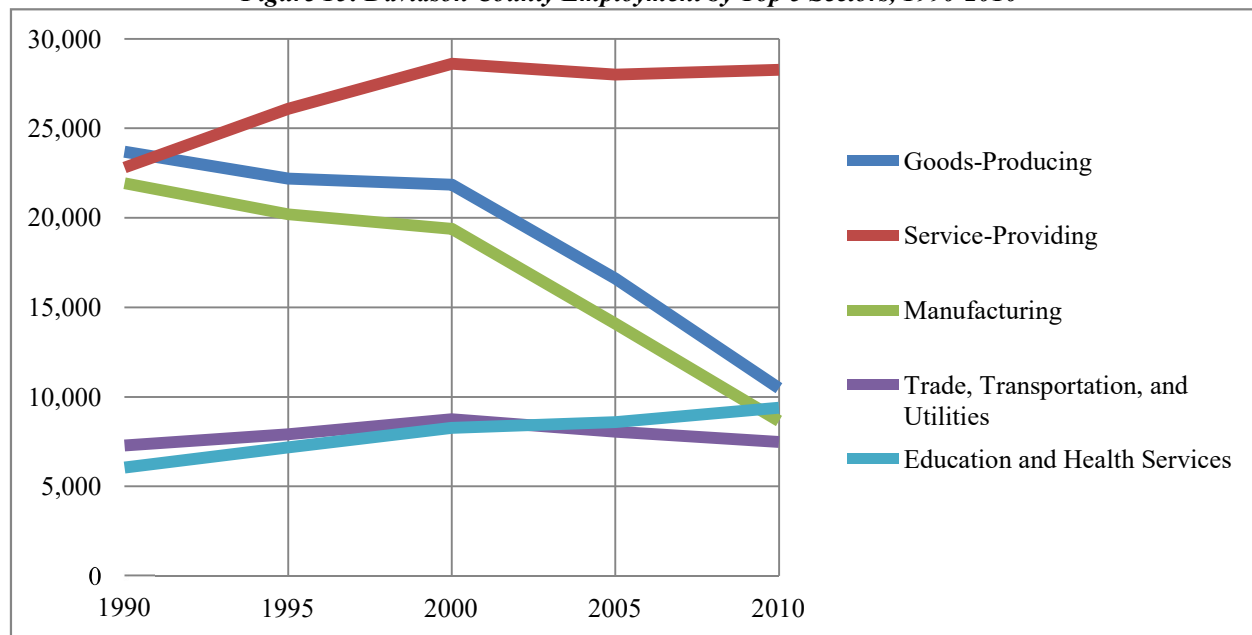
Davidson County was hard-hit by the economic downturn of the past decade, losing more than 11,000 jobs since 2000 (NC Department of Commerce, 2010). The bulk of job losses were in the Manufacturing and Goods-Producing sectors. Since 1990, Davidson County has lost over 26,000 jobs between these two sectors. In contrast, the Service-Providing and Education & Health Services sectors showed steady growth. Since 1990, these two sectors have added almost 9,000 new jobs in Davidson County.

Table 6: Davidson County Employment, 2000-2010

County	2000	2005	2007	2010	Change 2000-10	% Change 2000-10	Change 2007-10	% Change 2007-10
Davidson County	50,449	44,623	44,168	38,754	(11,695)	-23.2%	(5,414)	-12.3%
North Carolina	3,871,210	3,857,108	4,064,979	3,788,425	(82,785)	-2.1%	(276,554)	-6.8%

Source: NC Department of Commerce, Division of Employment Security, 200-2010

Figure 15: Davidson County Employment by Top 5 Sectors, 1990-2010

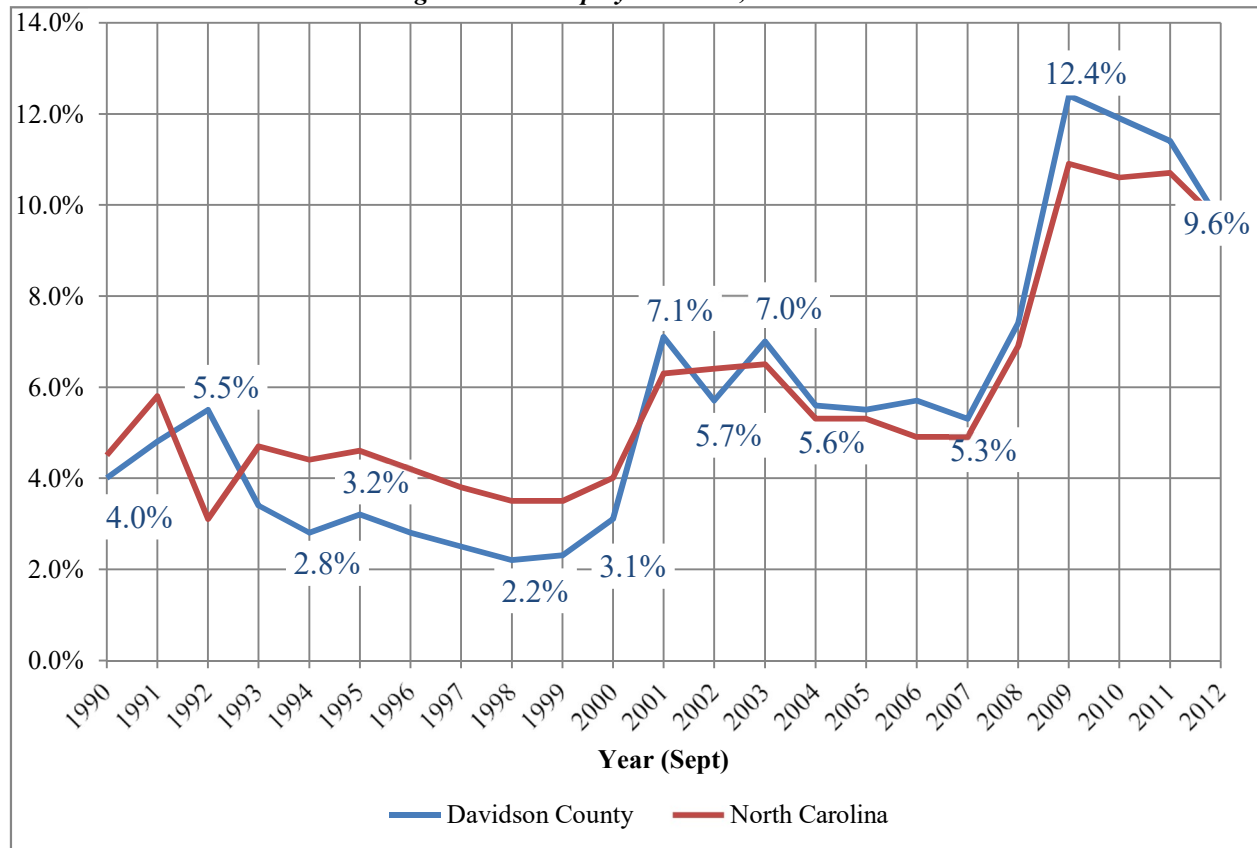


Source: NC Department of Commerce, Division of Employment Security, 2010

Unemployment

Davidson County's unemployment rate consistently stayed below the state average throughout most of the 1990s. Davidson County has followed the unemployment trends of the state throughout the past years, except for a much higher spike in 2009. As of September 2012, the unemployment rate has declined to match the state average of 9.6% (NC ESC, 2012).

Figure 16: Unemployment Rate, 1990-2012

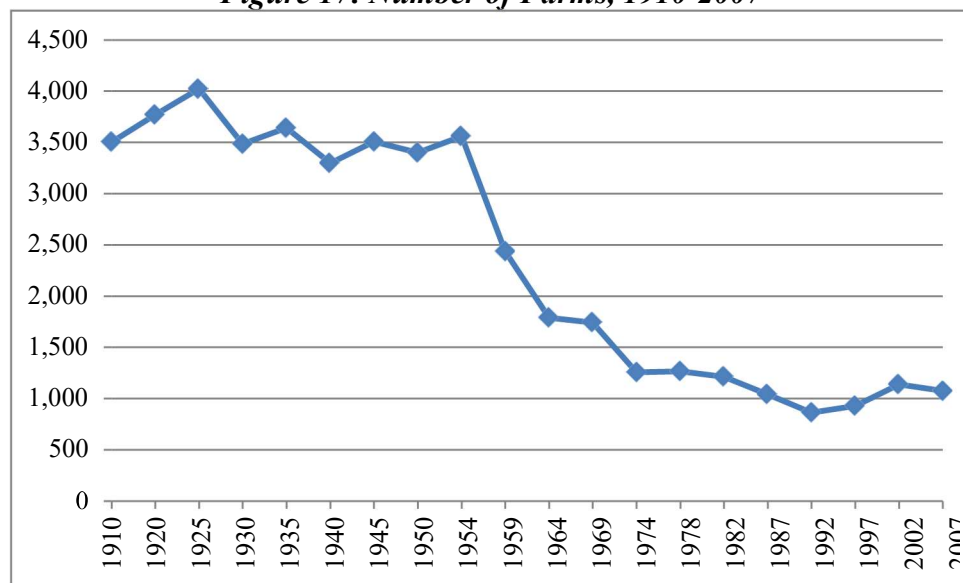


Source: NC Department of Commerce, Division of Employment Security, 1990-2012

County Development and Commuting Trends

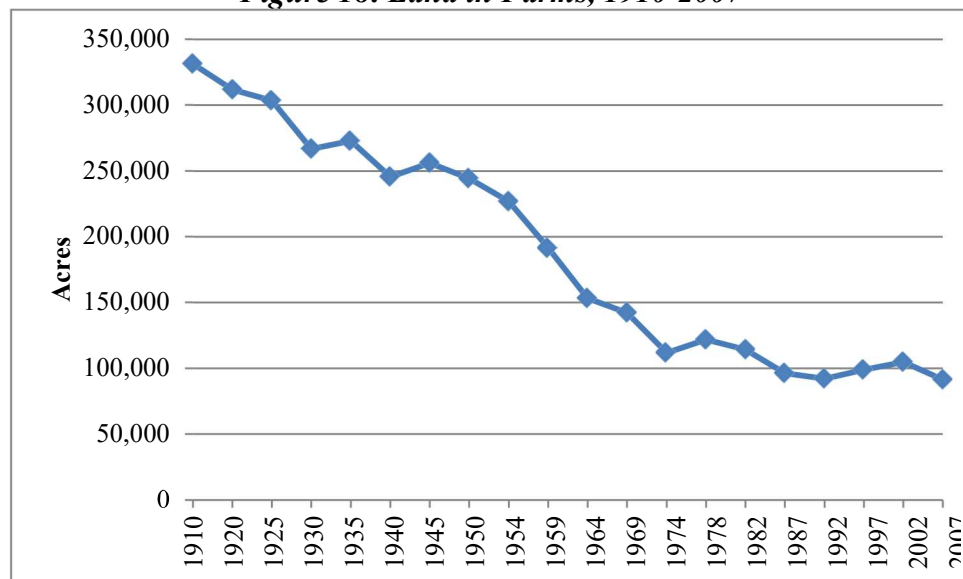
There has been a continued decrease in farm employment and the number of active farms within Davidson County. Land acreage of County farms declined by almost 23,000 acres from 1982 to 2007. During this same period, 140 farms went out of operation. As farmland is converted to other uses, the character of the county's landscape is changing (USDA, 2007).

Figure 17: Number of Farms, 1910-2007



Source: USDA, 2007

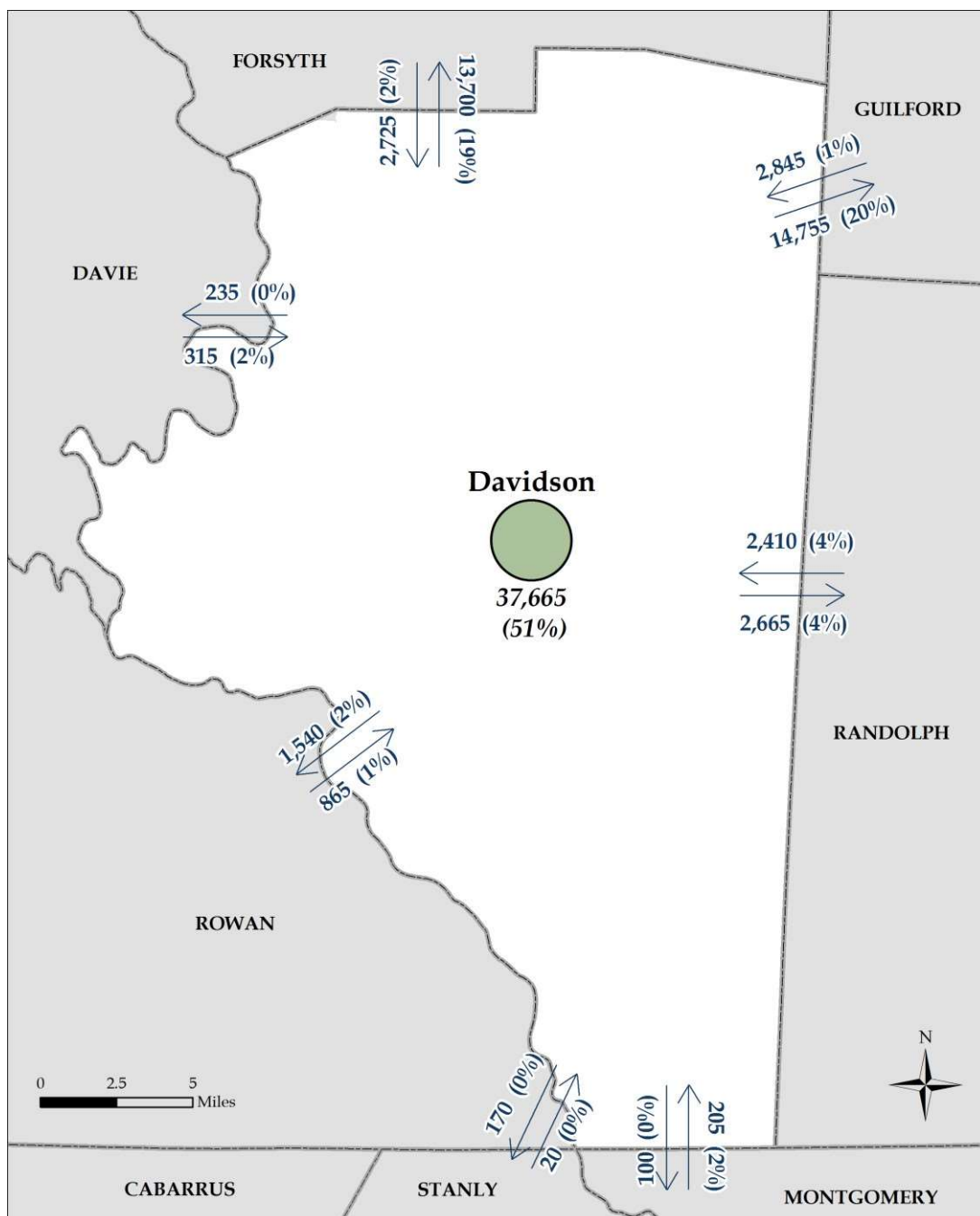
Figure 18: Land in Farms, 1910-2007



Source: USDA, 2007

The northern and central portions of Davidson County in particular are fast becoming a bedroom community for the Triad region. Increasing numbers of residents are commuting to jobs outside of Davidson County. According to the 2006-2008 American Community Survey's Census Transportation Planning Package, only 51% of the County's resident workers work inside Davidson County. The remaining 49% commute to other counties, with 39% of workers commuting to Forsyth or Guilford County.

Figure 19: Davidson County Commuting Patterns



Source: ACS CTPP, 2006-2008

County Heritage and History

Historic features and cultural heritage are key factors in developing a successful tourism and recreation infrastructure in Davidson County. The County has a rich variety of authentic assets and resources and a fascinating historic story to tell the rest of the world.

Remnants of early European settlements are located in small communities built around churches and schools throughout the County. Local cemeteries are adorned with unique soap stone carvings on tombstones crafted by artisans from these settlements. A Native American Sapona village is submerged beneath High Rock Lake. Davidson County had the first coeducational institution of higher education in North Carolina (see *APPENDIX A – Summary of Davidson County History*).

Though Davidson County is emerging as an urban county within the Piedmont Triad, it has a strong agricultural heritage of small towns, farms, and green spaces. Barbecue and other authentic southern cuisine has been a significant influence on the County's local culture and economy. Davidson County's legacy also includes its strong industrial heritage in textiles, tobacco, and furniture. Davidson County grew and developed around the cotton mills,

with the water power provided by the Yadkin River and its many tributaries, railroads, weaving and knitting, wood turning, carving and furniture making.

Historic features and traditions add depth to communities and provide visitors with an authentic sense of the community's character and values.

Current Historic

Preservation Efforts: The City of Thomasville formed an Historic Preservation Commission in 1999. The City of Lexington established a Historic Preservation Commission in 2005. The purpose of these commissions is to identify and preserve historic assets in an effort to maintain and enhance the heritage and quality of life within the county.

Davidson County ranks 16th in the state in the number of structures and sites included on the National Register of Historic Places and sites inventoried by the State

Historic Preservation Office (see *APPENDIX B – Historic Resources of Davidson County*). However, the County ranks 66th in receiving state and federal grant money in support of these valuable historic resources. The State Historic Preservation Office indicates Davidson County received just over \$117,000 in historic preservation grant funds since the early 1980's – far less than the average of \$284,000 per county across the state. Most of the grant money received by the county was used for the publication of the architectural survey and for restoration work on the old Davidson County Courthouse.



George Nifong stone — Barbours Reformed & Lutheran Church Cemetery — Sinking Spring School

County Planning Efforts

The County Board of Commissioners adopted the Davidson County Land Development Plan in 2001. The plan includes an extensive set of growth and development policies to provide a basis for future decisions regarding general development, capital improvements, rezoning requests, subdivision approvals and other related matters. These policies establish principles for a coordinated growth strategy. Selected policy statement excerpts related to and supportive of tourism development and parks and recreation are provided below:

Economic Development Policies:

Policy 1.1: New and expanding industries and businesses should be encouraged which: diversify the local economy; train and utilize a more highly skilled labor force; and increase per capita income.

Policy 1.2: The County shall protect, enhance and encourage a high quality of life as an effective component of an economic development and diversification strategy.

Policy 1.4: The continued growth of the area's tourism industry should be supported and further explored through concerted cooperation.

Policy 1.5: Economic development efforts should encourage the revitalization and reuse of currently unused or underutilized structures, sites and infrastructure in appropriately located areas.

Policy 1.6: The County should promote coordination of economic development resources among various local institutional agencies and seek regional cooperation and interaction among areas with shared economic interests.

Policy 1.7: Small business start-ups, expansions and spin-offs should be encouraged in appropriate locations.

School Facility Policies:

Policy 8.2: Davidson County encourages offers of land for the siting of new schools, particularly in conjunction with new development. Acceptance of such properties should be based on approved criteria and cooperative planning with the County school administration.

Policy 8.5: Davidson County supports the co-location and joint development of public park facilities in cooperation with public schools.

Historic Preservation Policies:

Policy 11.1: Local efforts to identify, designate and preserve sites and buildings of particular historic significance should be supported as a means of enhancing their economic, cultural and tourism value to the area.

Policy 11.2: Multiple and appropriate adaptive reuse of historic resources should be encouraged.

Policy 11.3: Development of the tourism potential of the area's architectural and historic resources should be encouraged.

Policy 11.4: The destruction of significant architectural, historic and archaeological resources in the planning area should be discouraged.

Parks, Recreation and Open Space Policies:

Policy 12.1: Future park development and open space preservation should be planned to provide for the proper distribution of recreation and open

space opportunities within the planning area.

Policy 12.2: In determining future sites for park, recreation and open space facilities, multiple objectives for natural area conservation, visual enhancement, promotion of cultural and historic preservation, watershed and flood prone area protection should be considered.

Policy 12.3: The County should help protect wildlife areas, including hunting areas, particularly in the southern part of Davidson County, by directing growth to locations in or near existing urban areas.

Policy 12.4: The identification and appropriate recreational development of a system of open space greenways and hiking trails within the county should be encouraged. The use of (1) natural corridors such as streams and floodplains, and (2) man-made corridors such as utility and transportation rights-of-way and easements, should be emphasized.

Policy 12.5: Land acquisition for new recreation sites in advance of need should be encouraged to achieve desirable locations at cost effective levels.

Policy 12.6: All new residential development should provide for adequate open space and recreation area in proportion to the demand created by the development.

Community Appearance Policies:

Policy 13.1: The important economic, tourism, and community image benefits of attractive major entryway corridors

into Davidson County should be recognized.

Water Quality Policies:

Policy 14.1: Runoff and drainage from development, forestry and agricultural activities shall be of a quality and quantity as near to natural conditions as possible, with special emphasis given to protected watershed areas.

Policy 14.2: Development that preserves the natural features of the site, including existing topography and significant existing vegetation, should be encouraged.

Policy 14.6: The County supports policies, plans and actions which will serve to extend the life span and water quality of the county's water supply and recreational lakes by reducing sedimentation and erosion, and by controlling the quantity and quality of stormwater runoff entering the lake.

Policies for Planning Coordination:

Policy 17.1: Coordinated inter-governmental planning for land use and development, transportation, utilities, water supply, water quality, air quality, law enforcement, education, economic development, recreation and tourism development should be encouraged.

Policy 17.4: Plans for specific functions, such as transportation, parks and recreation, school facilities, water and sewer services, and the like should be implemented as part of a comprehensive planning program and economic development strategy for the county.

Chapter 3: Parks and Recreation Conditions and Trends

National Recreation Conditions and Trends

The 1999-2000 National Survey on Recreation and the Environment describes tourism and recreation activities by segmenting various groups

according to certain demographic and psychographic characteristics. A brief description of each group is provided in Table 11 below:

Table 11 – NSRE Outdoor Recreation Market Segments

Market Segment	Participants (Millions)	Largest Age Group Participating	Income	Education	Commonly Preferred Activity (Top 5)	Constraints
Sports hogs	19.7	16-40	average	average	attending sporting events, walking, swimming, visit historic site	time money
Fitness buffs	21.8	25-39	above average	above average	walking, natural centers, historic sites, pool swimming, attending sporting events, visitor centers	time money companion
Nature lovers	26.6	54 and older	above average	above average	walking, historic site, nature center, wildlife viewing, visitor center	inadequate info time money companion
Hunting & Fishing	16.4	25-39	average	average	walking, nature center, historic site, wildlife viewing, fishing, visitor center	Time
Bass Club	26	54 and older	below average	below average	fishing, walking, attending sporting events, swimming, nature center	companion
Passives	21.9	25-39	below average	below average	walking, attending a sporting event, swimming, nature center, historic site,	inadequate info health problems, companion, crowding
Do nothings	45.7	54<	far below average	far below average	walking, attending sporting event, running, bird watching, fishing	money, advanced age, companion

Each recreation market segment is grouped by some common characteristic such as age, gender, education or income levels. Preferred activities within these groups differ to some degree; however, certain

recreation activities show up more often across all groups, such as walking for pleasure. Visiting an historic site, nature center, visitor center and attending sporting events also show up across most segments.

Increases in outdoor recreation demand have been fueled by increased participation.

State Recreation Conditions and Trends

The North Carolina Statewide Comprehensive Outdoor Recreation Plan (SCORP) contains an evaluation of the demand for and supply of outdoor recreation areas and facilities in the state. As part of this study, a statewide survey of the general population was conducted to measure current participation levels and future demand for 43 outdoor recreation activities. The most popular activity with highest participation rate, and the activity forecasted to be of highest future demand is *walking for pleasure*. Other priority activities for public outdoor recreation funding include:

- Camping
- Picnicking
- Fishing
- Attending outdoor cultural events
- Visiting natural areas
- Using play equipment
- Visiting zoos
- Visiting historical sites
- Bicycling for pleasure
- Swimming in pools

Continued population growth in a County will result in increased demand for facilities to satisfy recreation needs.

As participants age their preference tends toward less physically challenging activities. In particular, persons in the 35-55 year age group, which is the largest group of recreation participants, seek less physically challenging activities and are inclined to participate in walking, sightseeing, historic site visits, and driving for pleasure.

Significant increases in activity trends were seen in hiking, backpacking, camping and walking for pleasure. For almost all activities, the percentage of

people participating is increasing at a faster rate than the U.S. population. Outdoor team sports and water skiing all increased at a

slower rate. In addition, nature watching, sightseeing, and wildlife viewing are increasingly popular recreational activities in North Carolina.

Existing County Recreation Assets

Recreation Facilities: Detailed information on existing public parks, public and private golf courses, privately owned facilities, game lands and swim clubs, lake access sites, and public educational facilities throughout the county is provided in *APPENDIX K – Existing Recreation Assets*.

Existing Parks and Recreation and Natural Resources Map: The attached *Parks and Recreation and Natural Resources Map* (Map 1) highlights key existing resources, including county and

municipal parks, school recreation facilities, booster clubs, golf courses, state facilities and private facilities and camps. This map highlights outstanding water bodies including the Yadkin River, High Rock Lake, Tuckertown Lake, Lake Thom-a-Lex. Tributary floodplain areas provide multiple opportunities for linear park and greenway corridors throughout the county. Uwharrie National Forest land and large tracts of open space owned by ALCOA and Duke Power highlight additional existing and potential public recreation opportunities.

Existing County Park Facilities:

Davidson County owns and manages six park sites distributed among the five park districts established for this planning process. Two parks are located in the central district. Five of the county parks are designed to provide organized team

recreational opportunities and family centered outings. These five parks have ballfields

(football, soccer, baseball, or softball) and amenities in support of sporting activities. Concession stands and restrooms at each of these parks are open in conjunction with organized ball games. Family-centered amenities include playgrounds, picnic shelters, and picnic benches. Boone's Cave Park, the largest county park, has limited amenities for fishing, walking and picnicking. This site is considered a historical landmark.

Denton: Denton owns and operates Harrison Park in Downtown Denton including a pavilion and planned playground. In addition, the County leases Denton Park from Woodmen of the World which features ballfields, tennis courts, picnic tables and shelters, grills, and park benches located throughout the park.

Lexington Parks: Seventeen parks are located within the City of Lexington, a third of which are designed for organized team sports. Additionally, Lexington City Schools provide public access to school recreation facilities which are considered municipal park sites by the city. Of all Lexington City Parks, Finch Park offers the most amenities including bicycle trails, hiking

trails, and fishing. Recent additions include an aquatic park, and renovations at Washington Park that include a splash pad, trail and basketball courts. Future park improvement plans include a skate park and new indoor recreation complex.

Most Davidson County parks are designed to accommodate team sports and family-centered recreation.

Thomasville Parks:

Thomasville has fifteen parks. About half of Thomasville's parks are designed around providing

organized team sporting opportunities and family outings. Thomasville also uses its parks for organized community events. It has community centers located in two of its parks and has plans for a third community center. Thomasville has also completed several segments of its master-planned citywide greenway system.

Lake Thom-A-Lex Park: Jointly owned by the Cities of Thomasville and Lexington, this park site is relatively undeveloped. Lake Thom-a-Lex is the main source of drinking water for both cities. Currently there are limited opportunities for fishing and picnicking. Through a \$204,000 PARTF grant and \$250,000 of in-kind contributions from the Cities and the County, significant site improvements have recently been made to playground equipment, picnic shelters, restrooms and parking areas. The Davidson County Board of Commissioners endorsed a Recreation Master Plan for the Lake Thom-a-Lex site recommending improvements to specific recreational activities at the lake, including boating, picnicking, and fishing. In addition, new facilities are proposed including nature trails, a campground, an amphitheater, interpretive sites, and a new boat dock.

Yadkin River, High Rock, and Tuckertown Lake Recreational Facilities:

Facilities along the river and lakes are generally for fishing or boating access. Parking is available at each access point. Public swimming access is located at Buddle Creek Boat Access in central Davidson County and at the Flat Swamp Access in south Davidson County near Denton. Of the 12 lake or river access sites, six have boat launches and one has a kayak launch area. Most of the 11 access points allow fishing. Four sites have picnic tables available.

Public School Recreational Facilities:

Public school recreation facilities at county school campuses are available for limited use to the general public during non-school hours. Use of most public school facilities is obtained by contacting the principal of each school.

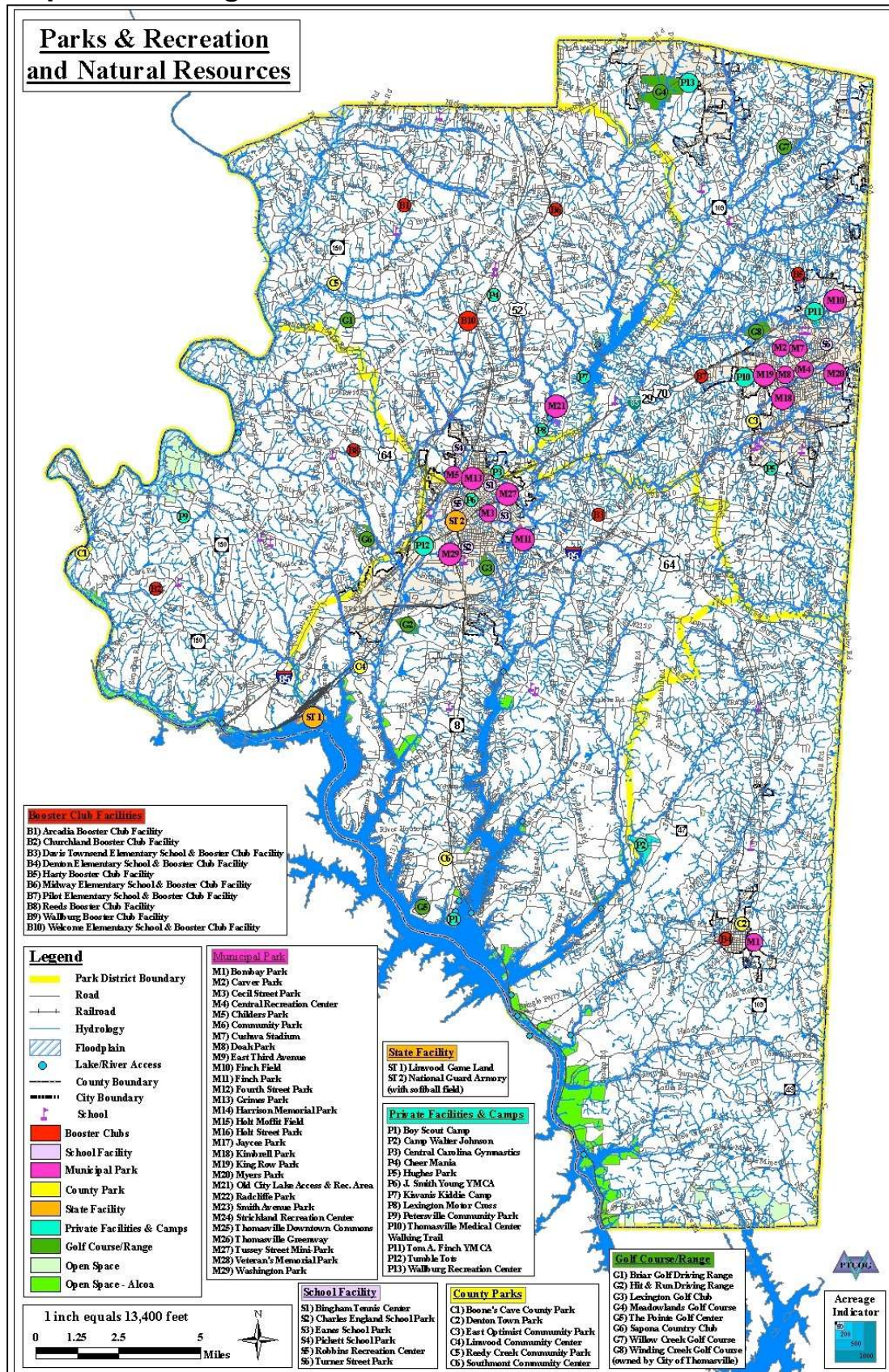
Elementary Schools: Local school property is considered public property and can be used by the public for recreational activities. Elementary schools generally have basketball courts, playgrounds, and walking or jogging trails. Four elementary school facilities have been enhanced by Booster club activity. Hasty Elementary, Welcome Elementary, Wallburg Elementary, and Midway Elementary are equipped with bleachers, and baseball/softball fields. Two have concession stands and a soccer field and one has a football field.

Middle Schools: Each of the county's six middle schools has a gymnasium equipped for volleyball. Four of the six middle schools have a soccer field, three have a track or walking trails, and three have a baseball facility. County middle school sports facilities are commonly used for county high school team practices which may conflict with middle school team activities.

High Schools: All Davidson County high schools are equipped with some type of football fields and bleachers. All but one school have bleachers, baseball/softball fields, basketball, soccer fields, tennis courts, volleyball court, and walking or jogging trails. Thomasville Senior High School has a practice football field and some bleachers, but none of the facilities provided at the other schools.

Private Providers: There are 14 booster clubs located throughout Davidson County, providing a wide variety of facilities and sports programs. Several clubs own their own property and operate sports programs independently from the county. Most clubs are located on Davidson County Board of Education property and participate in county-run sports programs. There are five private golf courses, two public golf courses, and two driving ranges in Davidson County in addition to a wide variety of private recreational facilities, camps and businesses.

Map 1 – Existing Parks and Recreation and Natural Resources



Park Planning Categories and Land Requirements

The following park classifications provide a common understanding and framework for the general size, service area, features and types of activities expected in various park types. Space requirements, local facility and program expectations, and unique environmental features may be used to further refine these park types over time.

Regional Park: A park site of 500 to 1,000 acres or larger which serves multiple communities. A regional park provides opportunities for a wide range of both active and passive outdoor leisure activities on a single site. Generally, 80% of the site is reserved for natural areas and passive activities, and 20% is used for improvements for active outdoor recreation.

District Park: A park site of 100 to 500 acres in size, serving populations within a ten-mile radius. While providing a wide range of both active and passive outdoor leisure activities, a district park will often provide an indoor recreation venue as well.

Community Park: A park site of 20 to 100 acres in size, serving a single community or populations within a five-mile radius. Focused primarily on active leisure activities, community parks often provide a mixture of indoor and outdoor facilities in a natural setting.

Local natural resources, economics, the availability of land, cultural preferences and community needs all contribute to the formation of appropriate park standards for Davidson County.

Neighborhood Park: A park site of 1 to 20 acres in size, serving populations within walking or bicycling distance. Facilities can vary greatly, and may include both passive and active leisure facilities based on community needs and desires.

Pocket Park: A park site of less than 1 acre in size, generally providing areas of green space and limited outdoor recreation facilities in highly developed areas, serving populations within easy walking distance.

Specialty Park: A park site of varying size, located to capitalize on a unique natural, historic or cultural feature. Facilities may vary widely based on site features and community needs.

Greenway: A linear style park that provides shared green space and natural resource management areas along the creeks and streams throughout a community, often enhanced with trails for hiking or bicycling where feasible.

Open Space: Sites intended to remain in an undeveloped state, generally to provide relief from urban development, preserve natural habitats, or maintain the integrity of important natural watershed recharge areas and drainage systems.

Assessment of Existing Davidson County Parks

The following rating system was used to assess the County's six existing park facilities. Field visits were conducted in October 2004. General remarks were compiled about a variety of facility features for each park site (Table 12).

Good	The majority of the park or featured improvements are in good repair, requiring little replacement or maintenance work.
Fair	The conditions of the park or featured improvements range between good and fair, requiring some repairs or minor maintenance work.
Poor	The majority of the park or featured improvements are in need of repair, replacement, or significant maintenance work.
N/A	Feature or facilities not available on the site.

The following features were assessed at each existing County park site. The threats and opportunities related to each park site were also noted.

Natural Areas	This category includes open play fields and undeveloped areas within the park boundaries.
Leisure Facilities	This category includes facilities such as picnic shelters, playgrounds and other non-competitive, man-made features.
Recreation Facilities	This category includes facilities such as ball fields, courts and other active facilities.
Trails	This category includes hiking, biking and multi-use trails found within the park site.
Support Services	This category includes restrooms, staff offices, maintenance facilities and other support services located within the park site.
Parking	This category includes all paved and gravel parking facilities provided within the park site.

Table 12 – Existing County Park Assessment Summary

Park	Size (Acres)	Natural Areas	Leisure Facilities	Recreation Facilities	Trails	Support Services	Parking	Overall Rating
Boones Cave	115	Good	Fair	N/A	Fair	Good	Fair	Fair +
Denton	12.5	Poor	Fair	Fair	N/A	Fair	Fair	Fair -
East Optimist	11.8	Fair	Fair	Poor	N/A	Poor	Poor	Fair -
Linwood	8.3	Fair	Fair	Fair	Good	Fair	Fair	Fair
Hughes	56	Good	Fair	Good	Good	Fair	Good	Good-
Southmont	9.6	Good	Fair	Good	Fair	Fair	Fair	Fair +

See *APPENDIX C – Assessment of Existing Davidson County Parks* for a more complete description and assessment of each existing county park facility.

Existing County Parks – Threats and Opportunities:

Individual opportunities and threats were catalogued for each existing county park site. The greatest threat is the current condition of existing facilities. Upgrades to facilities and a greater investment in natural areas would significantly enhance the existing county park system.

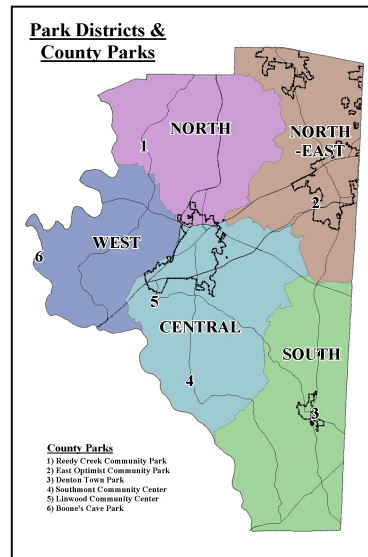
Equally, many of the existing park sites are difficult to secure at the whole park scale, requiring creative investments in immobile picnic tables, trash cans, and security lighting to enhance the security of facilities and improvements. While there are significant threats, there are more significant opportunities at existing park sites. Most county park sites have potential for supporting a broader range of leisure activities without expanding the site. The location of parks within distinct communities provides an opportunity to engage neighbors, local business and area residents in a detailed master planning process for each site that would result in an individualized investment and improvement strategy that could support local community goals and objects for each park site. Enhancements to natural areas in and around each site would establish a greener ‘park-like’ setting.

Existing County Parks – General Impressions:

Davidson County’s five community park sites are well distributed across the county, and could

be used to address many of the local recreational demands, especially when considered in conjunction with school and booster club sites. However, there appears to be no standard mixture of leisure and active facilities offered at each park site. Investments in facility maintenance, upgrades to play

equipment and natural area enhancements would be required to elevate each park site to an overall ‘good’ rating. The Boone’s Cave Park site has great potential to provide a wider range of passive facilities than those currently offered. The parks location and size would support additional facilities such as primitive camping, multi-use trails and river access for paddling without degrading the natural setting of the site.



There is a general mismatch between the County's existing park resources and expectations for countywide recreation facilities.

Existing County Parks - Conclusions:

The County's five smaller park sites range in size from 8.3 acres (Linwood) to 56 acres (Hughes Park) – the typical size for neighborhood parks. However, the demand on these county facilities requires them to function more like *community* parks. Boone's Cave, the County's largest park site, is 115 acres in size – the typical size of a fairly large community park. However, due to this site's history as a former state park, county residents commonly expect this facility to provide more of a district or even regional park function. There is a general mismatch between the County's existing park resources and the expectations and high demand for countywide recreation facilities.

County Parks and Recreation Needs Assessment

Public parks and the recreational facilities within them are a reflection of a community's values and priorities. This plan focuses on the current and future recreation needs of Davidson County residents, and places these needs in the context of a system of natural areas, trails and greenways and tourist attractions. The primary purpose of the parks and recreation portion of this master plan is to determine the recreation needs of the people of Davidson County, and how best to meet those needs. This master planning process seeks to strike a balance between community values, recreation demands and available resources – placing greatest emphasis on citizen involvement and input.

Conventional Needs Assessment

Approaches: Two methods commonly used to assess and determine a community's need for parks and open space are the *Area Percentage Method* and the *Population Ratio Method*.

Area Percentage Method: This method of determining recreation demand assumes that a minimum percentage of the total land mass within the County should be reserved for park sites. While simplistic, it gives a gross assessment of the potential recreation acreage within the county. For example, if 1% were the accepted standard for

Davidson County, at a total size of 552.15 square miles, this would result in the recommended reservation of 5.52 square miles or 3,532 acres for parks and natural open space areas.

Population Ratio Method: This method of determining the desired minimum number of facilities is based on the average demand derived from national recreation use surveys. The *National Recreation and Parks Association* recommends 6 to 10 acres of parks and open space area per 1,000 persons. Based on population projections provided in Table 13 below, Davidson County as a whole will need 1,116 to 1,860 acres reserved for parks and natural areas over the next fifteen years. The County currently owns about 138 acres of park land. If the non-municipal portion of the County's population continues to be about 72%, as estimated in the 2000 Census, the County's non-municipal population will be about 133,936 in 2020. Therefore, the estimated demand for non-municipal parkland will be approximately 804 to 1,340 acres by the year 2020. Recommended population ratios and design standards for specific recreation facility types (e.g. soccer fields) are provided as a reference in *APPENDIX D - Population Ratio Facility Standards* and *APPENDIX E – Recreation Facility Design Standards*.

Table 13 – Park Acres Required Based on County Population Projections

Year	Population	Need in Acres
2010 Census	162,878	977 – 1,628
2015 Estimation	164,847	989 – 1,648
2020 Projection	167,452	1,004 – 1,674

Source: AccessNC - NC Economic Data and Site Information - January 2017

Peer-to-Peer Comparison Method:

Conventional recreation standards have been widely used for years as an expression of accepted 'minimum' community needs. These minimum standards provide a guide for determining land requirements for different types of facilities and a clear assessment tool for measuring plan implementation. However, state and national experts characterize the use of these conventional *Area Percentage* and *Population Ratio* methods as being 'cookie cutter' approaches to planning for recreation demand, and no longer advocate sole use of these methods.

The *Peer-to-Peer Comparison* method avoids artificial standards and provides an understanding of the adequacy of existing County recreation facilities by comparing them to the average provision of recreation facilities in several peer counties of similar size and characteristics. Three peer counties with similar population characteristics were selected – Alamance, Pitt and Rowan. Table 14 provides data from the State Comprehensive Outdoor Recreation Plan comparing the common recreation facilities provided by each county at a residents-per-facility rate.

Table 14 – Peer County Comparison of Recreation Facilities (2003)

Park or Facility	Davidson County		Alamance County		Pitt County		Rowan County		NC Median
	#	Residents/ facility	#	Residents/ facility	#	Residents/ facility	#	Residents/ facility	Residents/ facility
Local Park Acres	625	236	2,451	54	1,108	121	1,161	113	262
Baseball Fields	17	8,691	14	9,386	10	13,448	8	16,350	9,752
Softball Fields	10	14,775	11	11,945	9	14,942	10	13,080	15,234
Multi-use Diamonds	7	21,108	7	18,771	7	19,211	9	14,534	8,604
Football Fields	3	49,251	10	13,140	0	0	1	130,802	90,065
Soccer Fields	4	36,939	7	18,771	6	22,413	7	18,686	14,113
Multi-use Open Fields	1	147,754	3	43,799	0	0	7	18,686	227,435
Basketball Courts	7	7,777	16	8,212	2	67,240	13	10,062	9,385
Tennis Courts	37	3,993	29	4,531	37	3,635	21	6,229	4,483
Volleyball Courts	0	0	10	13,140	1	134,480	3	43,601	55,858
Swimming Pools	3	49,251	1	131,398	3	44,827	3	43,601	68,024
Picnic Shelters	19	7,777	40	3,285	24	5,603	27	4,845	7,828
Playgrounds	21	7,036	24	5,475	19	7,078	21	6,229	7,828
Trail Miles (all types)	1.5	98,503	29	4,531	1	134,480	8.5	15,388	7,098

While the provision of active recreation sites and programs has often fallen to municipalities in North Carolina, as residential growth in unincorporated areas has increased, counties are playing an ever-increasing role in

providing recreational opportunities to all its citizens. Table 15 illustrates the change among the peer counties in county government spending for recreation services over the last five years.

Public Involvement: The Primary Recreation Needs Assessment Tool

The Parks and Recreation Task Force placed primary emphasis on the results of the project's comprehensive public involvement process to identify key recreation needs in Davidson County. The steering committee utilized conventional needs assessment methods to compare and validate these results. This process was designed to produce realistic and attainable recreation goals that adequately take into consideration the unique preferences of Davidson County residents and the County's unique set of assets and resources. The County obtained input from a broad cross-section of residents through community workshops, surveys, and Task Force meetings. A community workshop was held in Thomasville and Lexington to give an opportunity for representation from all areas of the County. The community workshops, mini-survey and mailed recreation surveys provided a strong foundation for identifying recreational needs and preferences in Davidson County.

Community Electronic Survey:

The electronic survey used was designed to assess individual perceptions about the County's strengths, weaknesses, opportunities, needs and resources concerning tourism and recreation. Participants identified Davidson County's greatest strengths as being the County's central location within the Piedmont, its excellent highway and secondary road

system, and its numerous water resources (lakes, rivers and streams)

Participants thought Davidson County's greatest weaknesses are the lack of existing tourism and recreation sites and facilities throughout the county and current challenges in the local economy.

Overwhelmingly respondents thought that implementation of the plan and public support in all areas of the county were the keys to maximizing the plan's benefit and success.

Community Meeting Group Discussions:

Participants shared their ideas, concerns, needs and desires through a facilitated group discussion. Meeting

participants then identified their top five priorities for recreation and tourism development in the County. The perceived recreation needs of highest importance

among participants were:

- *To address the need for more trails and greenways*
- *To realize the recreational potential of the County's lakes and rivers*
- *To build more recreation facilities such as ball fields, recreation centers & parks*
- *To build a centrally located arena or sports complex*
- *To improve sports programming for youths.*

The county's greatest assets for both recreation and tourism development are its lakes, rivers and streams.

County Recreation Survey Results: In November 2016, one-thousand printed surveys were sent by first-class mail to 200 randomly selected households in each park planning district. The purpose of the survey was to determine current recreation participation patterns and identify emerging needs for new programs and facilities. A total of 73 completed surveys were received . A copy of the survey is provided as a reference in *APPENDIX F – Parks and Recreation Survey*.

Participants responded to a series of questions related to the frequency, location, and desire to participate in a range of active and passive leisure activities. Barriers to recreation participation were queried,

along with distances traveled to participate in various recreational activities. Respondents were also

40% of County residents surveyed are dissatisfied with the recreation facilities and services currently being provided.

70% of the electronic survey respondents support a tax increase to provide new recreation facilities and services.

(Figure 3), and their level of support for the use of public funds to enhance recreation in the county. Demographic

age group. Responses were compiled at both the park district and countywide level.

asked to gauge their level of satisfaction with the recreation opportunities currently provided in Davidson County. Demographic information was also requested to determine if recreation patterns could be related back to household characteristics and

For the recreational activities surveyed, Table 16 describes the average household participation in days per year, the percentage of households in the

county that participate in the activity at least once each year and the most frequently cited barrier to participation.

Table 16 - Household Participation Levels and Barriers

Activity	Avg. Household Participation Days per Year	% of Households Participating per Year	Greatest Barrier to Participation
Bicycling (on-road or trail)	6	48.67	No Site Nearby
Camping	1	56.00	No Site Nearby
Canoeing or Kayaking	1	44.00	No Site Nearby
Fishing	7	72.00	No Time
Four-Wheeling or ATV riding	7	42.00	No Site Nearby
Day Hiking	3	56.00	No Site Nearby
Horseback Riding	1	37.33	No Site Nearby
Hunting	4	40.67	No Site Nearby
In-line Skating or Skateboarding	1	26.67	No Site Nearby
Mountain Biking	1	24.67	No Site Nearby
Motor Boating	6	56.00	Cost or Expense
Nature study or observation	8	70.67	No Site Nearby
Picnicking	4	84.67	No Time
Rock Climbing or Repelling	> 1	22.67	No Site Nearby
Swimming	14	81.33	No Site Nearby
Through-hiking (multi-day trips)	>1	32.00	No Site Nearby
Walking or Jogging	29	89.33	No Time
Using Playground Equipment	9	50.67	No Site Nearby
Baseball or Softball	9	50.67	No Time
Basketball	6	47.33	No Time
Football	2	33.33	No Site Nearby
Golf	7	40.67	Cost or Expense
Soccer	3	28.67	No Time (tie) No Site Nearby Health Concerns
Tennis	2	35.33	No Time
Volleyball	2	37.33	No Time (tie) No Site Nearby
Visiting Historic Sites	3	96.00	No Site Nearby
Visiting Museums	3	92.00	No Site Nearby
Attending Cultural Events	2	82.67	No Site Nearby
Attending Community Festivals	3	89.33	No Site Nearby
Attending Sporting Events	10	82.00	No Site Nearby
Shopping	33	98.67	No Site Nearby

The most popular activities in Davidson County are shopping, visiting historical sites walking or jogging and picnicking. Across all activities, the most frequently cited barrier to participation was the lack of a site nearby. The distance a participant is willing to travel to participate in a specific activity provides

guidance in planning the location, number and type of new recreation facilities. Answers to this question also provide some insight into the types of recreation-based tourist activities most commonly sought after when visiting other communities (Table 17).

Table 17 - Top Ten Activities by Distance Traveled

Activity Rank	In My Neighborhood	In My Community	In Davidson County	Outside Davidson County	Outside North Carolina
1	Walking or Jogging	Shopping	Shopping	Shopping	Visiting Historical Sites
2	Bicycling (on-road or trail)	Walking or Jogging	Attending Community Festivals	Visiting Historical Sites	Visiting Museums
3	Nature Study or observation	Attending Sporting Events	Attending Sporting Events	Visiting Museums	Shopping
4	Swimming	Attending Community Festivals	Fishing	Picnicking	Attending Cultural Events
5	Picnicking	Using Playground Equipment	Picnicking	Attending Sporting Events	Camping
6	Shopping	Picnicking	Attending Cultural Events	Attending Cultural Events	Attending Sporting Events
7	Using Playground Equipment	Baseball or Softball	Motor Boating	Camping	Attending Community Festivals
8	Four-Wheeling or ATV riding	Swimming	Walking or Jogging	Attending Community Festivals	Picnicking
9	Basketball	Basketball	Swimming	Fishing	Nature study or Observation
10	Baseball or Softball	Attending Cultural Events	Visiting Historic Sites	Nature Study or Observation	Swimming

The survey asked respondents to indicate which activities they would be inclined to participate in (but do not currently) if a facility or site was made available (Table 18). These responses can help focus future investments in facilities that will meet these additional recreation demands. Top activities

respondents would participate in if a site or facility were available include:

- Nature Study or Observation (15.33%)
- Bicycling (12.67%)
- Horseback Riding (11.33)
- Canoeing or Kayaking (10.67%)
- In-line Skating / Skateboarding (10.00%)

Table 18 - Recreation Facility Gaps

Activity	% Increase in participating Households, if a site were available
Bicycling (on-road or trail)	12.67%
Camping	7.33
Canoeing or Kayaking	10.67
Fishing	4.00
Four-Wheeling or ATV riding	5.33
Day Hiking	9.33
Horseback Riding	11.33
Hunting	2.00
In-line Skating or Skateboarding	10.00
Mountain Biking	6.67
Motor Boating	2.67
Nature study or observation	15.33
Picnicking	6.67
Rock Climbing or Repelling	8.67
Swimming	6.67
Through-hiking (multi-day trips)	8.00
Walking or Jogging	7.33
Using Playground Equipment	7.33
Baseball or Softball	4.00
Basketball	4.00
Football	4.00
Golf	3.33
Soccer	6.67
Tennis	6.67
Volleyball	7.33
Visiting Historic Sites	7.33
Visiting Museums	7.33
Attending Cultural Events	7.33
Attending Community Festivals	4.67
Attending Sporting Events	4.67
Shopping	2.67

Parks and Recreation Needs Assessment Conclusions:

Davidson County Government currently owns and operates about 213 acres of parkland.

Assuming the non-municipal portion of the County's population will remain at about 72% over the next fifteen years, the population ratio method indicates the demand for non-municipal park land will be between 1,006 to 1,674 acres by the year 2020. The peer-to-peer

Davidson County has the fewest total park acres and the most residents per facility when compared to its selected North Carolina peer counties.

method indicates Davidson County is lagging far behind its peer counties in its provision of park facilities and in its expenditures for operating county parks.

In addition, the County has the fewest total park acres and the most residents per facility when compared to its selected North Carolina peer counties. However, Davidson County generally has fewer residents per facility than average North Carolina counties.

Chapter 3 References:

- *Recreation Park and Open Space Standards* (National Recreation and Park Association, edited by R.A. Lancaster, 1983)
- *Statewide Comprehensive Outdoor Recreation Plan: 2003-2008* (North Carolina Department of the Environment and Natural Resources, 2000)
- *National Survey on Recreation and the Environment (NSRE): 2000-2002*
- *North Carolina Statewide Comprehensive Outdoor Recreation Plan (SCORP) 2003-2008*
- *Travel Industry Association of America (TIA)*

Chapter 4: Parks and Recreation Recommendations

Parks and Recreation Findings

Davidson County's park system is not keeping pace with the County's growing demand for recreation facilities. Consequently, there is a general mismatch between the County's existing park resources and the expectations and high demand for countywide recreation facilities.

As the County's population continues to grow demand for recreation facilities and programs will also grow, placing additional burdens on existing park sites. Public input throughout the planning process indicates a strong desire for quality, nearby leisure facilities. Meeting all the recreation needs of the community will require a joint effort among multiple local government agencies and the private sector. One entity can not be solely responsible for providing all the programs and facilities needed for the entire County.

Davidson County's primary role should be to develop and maintain future parks for use by *all* County residents. The most efficient way for the County to provide these recreation facilities is to focus its efforts on the creation of district

The most efficient way for the County to provide countywide recreation facilities is to focus its efforts on the creation of district level parks, specialty parks and greenways.

level parks, specialty parks and greenways. District parks should include a combination of both active and passive recreation facilities such as picnic areas, water access sites, hiking, biking and equestrian trails, camping areas, ballfields, and courts. Specialty parks vary in size and should be located to capitalize on unique or outstanding natural, historic or cultural features, or to meet a specialized need or outstanding interest or opportunity. Greenways will provide linear green space and connectivity among multiple resources and jurisdictions throughout the County.

There is also a need for more community and neighborhood park facilities to provide more active recreation opportunities. Municipalities, schools and booster clubs will continue to play a vital role in meeting a majority of the County's active recreation needs at the community and neighborhood park level. However, the need for cooperative partnerships among various entities with the County will be increasingly important, to provide the highest level of service for the most people at the lowest cost.

Parks and Recreation Task Force Recommendations

Introduction: The Davidson County Parks and Recreation Task Force met monthly from August 2004 through April 2005, and worked diligently to devise recommendations and strategies to address the mission of both the Master Plan and the Task Force:

Master Plan Mission Statement

Establish a master plan that coordinates and guides strategic investments in county and municipal recreation and tourism resources to create economic development and quality of life opportunities.

Parks and Recreation Task Force Mission Statement

The Recreation Task Force will provide park & recreation goals and strategies based on an assessment of existing facilities & programs and on current & future recreation demands of Davidson County residents. Community needs & desires will be carefully balanced with financial considerations, to provide appropriate, realistic, and practical recommendations for a coordinated countywide park and recreation system that showcases and protects our most cherished natural, cultural, and historic resources, is integrated with existing and potential future tourism attractions, and is interconnected with trails and greenways.

Parks and Recreation Goals, Opportunities and Location Criteria:

The Parks and Recreation Task Force established the following goals and objectives, top-priority opportunities and park location criteria to guide implementation of its Master Plan Recommendations.

Parks and Recreation Goals:

1. Establish a high-quality countywide park system using multiple public (federal, state, local) and private funding sources that:
 - Capitalizes on existing park sites, natural features and community strengths
 - Capitalizes on school sites and booster club investments to support and expand facilities to serve a greater range of users
 - Provides a balance of passive and active recreation design elements
 - Provides unique, multi-purpose facilities at each park site
 - Provides facilities and activities which generate financial returns
 - Emulates examples of other successful park systems
2. Shift out-of-County recreation outings back into Davidson County
3. Draw recreational tourists into Davidson County
4. Meet or exceed the North Carolina median for county per capita recreation spending of \$5.49 (Davidson County currently spends \$2.40 per capita on recreation)
5. Establish a long-range investment strategy for recreational improvements in the County.

Parks and Recreation Opportunities:

1. Provide community or district parks in each of the proposed park districts over time, beginning with one “model” park with a variety of active and passive recreation facilities.
2. Provide at least one central sports facility or complex to accommodate multiple users and to enable the

-
- county to host sports tournaments and attract outside visitors.
3. Develop and implement a countywide Greenway Master Plan to provide greenway trail connections among key assets, including:
 - A trail connecting Lake Thom-A-Lex, City Lake, Finch Park, Uptown Lexington and the Thomasville greenway system
 - A trail connecting Boone's Cave Park to other assets along the Yadkin River
 4. Build on the county's largest existing park by expanding Boone's Cave Park to provide a wider range of facilities and activities by:
 - Partnering with ALCOA and other key property owners to make vital pedestrian and equestrian trail connections along the Yadkin River south to the Wilcox Bridge.
 - Partnering with Duke Power to significantly expand future County recreation opportunities by utilizing the 1,500 acre Duke Power property located north of Boone's Cave Park along the Yadkin River.
 - Working with other key property owners along the river to provide a pedestrian and equestrian trail connection between the Boone's Cave Park and the proposed Duke Power recreation site.
 5. Partner with ALCOA and seek the donation of ALCOA land along High Rock and Tuckertown Lakes (as part of the F.E.R.C. re-licensing process)

to accomplish a wide variety of preservation and recreation purposes based on:

- natural, cultural, historic, and scenic resources
- geographic location; and
- the potential recreational benefits of ALCOA parcels.

Criteria for Expanding Existing Parks and Locating New Parks:

- Availability of land for donation, purchase, lease, swap or easement
- Willingness of landowners to provide public access on their property for recreational uses
- Demand of parks and recreation facilities – especially within high-growth areas
- Access to roads & trails – especially major roads
- Connection to other recreation facilities or parks
- Connection to urban areas and downtowns
- Availability of a secure location – safe from vandalism
- Appropriateness of site topography and hydrography
- Appropriateness of property size
- Proximity to schools & opportunities to partner with & share school sites
- Significance of historical, cultural and/or natural resources on the site
- Adequate infrastructure
- Adequate buffer area from surrounding adjacent uses
- Access to lakes & streams
- Use of and demand for existing and new park resources

Parks and Recreation Development Recommendations

The Parks and Recreation Task Force identified top-priority parks and recreation development projects in the categories listed below. Recommended parks and recreation projects are highlighted on the map on the following page (Map 2 - *Parks and Recreation Recommendations*). Park development priorities are outlined in Table 19. In addition, detailed recommendations for the proposed expansion of and/or improvements to existing County parks and proposed new parks and recreation facilities are provided on the following pages.

Regional Parks

- Proposed ALCOA Park on Tuckertown Lake

District Parks

- Boone's Cave Park Expansion & Greenway
- Lake Thom-A-Lex Park Expansion & Greenway
- Linwood Park Expansion & Greenway

- Southmont Park Expansion
- Denton Park Improvements
- Reedy Creek Park Replacement (North Davidson District Park at a new location)

Specialty Parks

- Countywide Sports Complex
- Agriculture Complex / Farmers Market / Equestrian Center

Community & Neighborhood Parks:

- Existing and Future Municipal Parks
- Booster Club Facilities
- Proposed School / Park Partnership Sites

Countywide Greenway and Blueway System

- Proposed Thomasville Greenway Master Plan Corridors
- Proposed County Greenway Corridors
- Potential Municipal and County Greenway Corridors
- Potential Davidson County Blueway / Paddling Trail Corridors

Map 2 – Parks and Recreation Recommendations

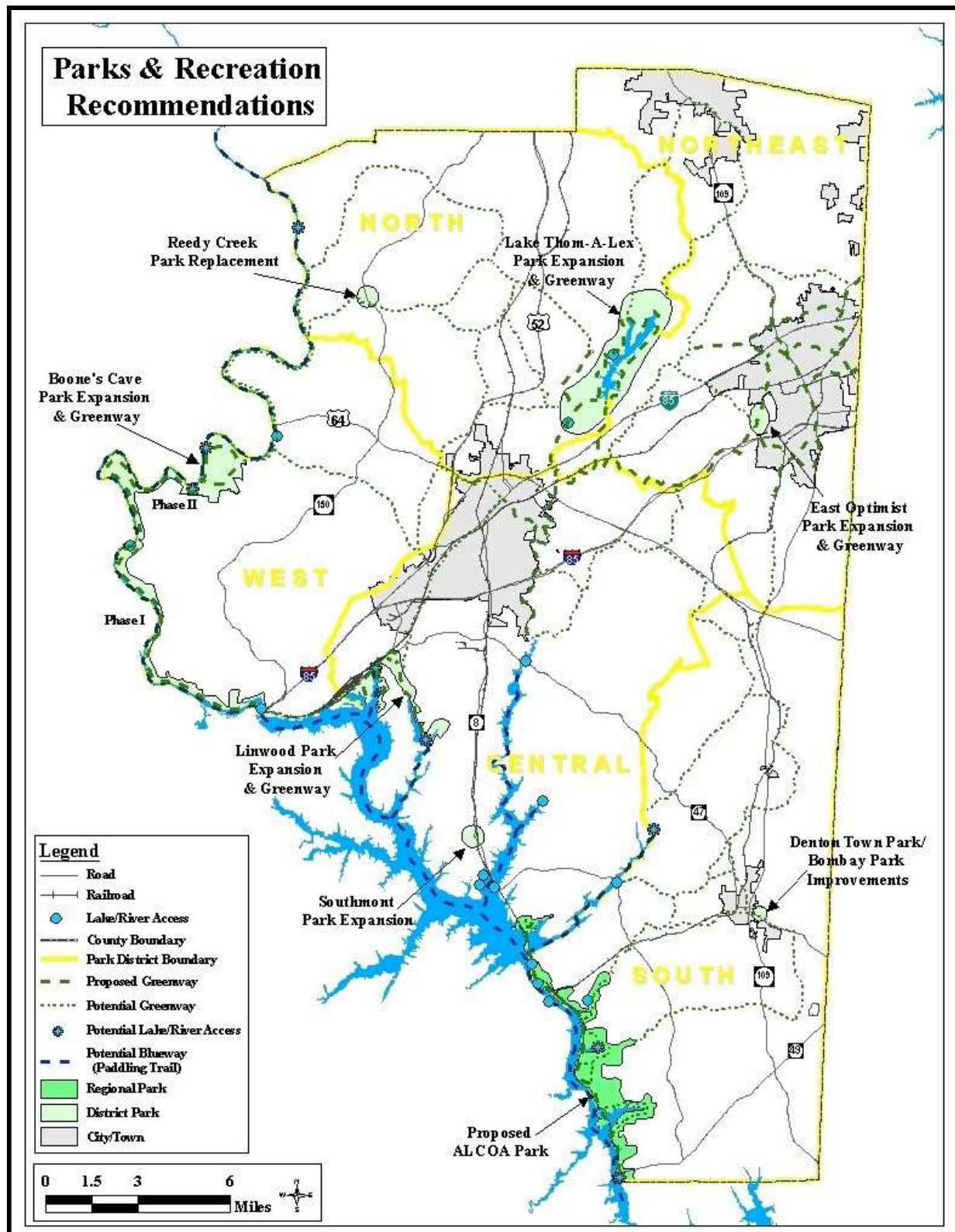


Table 19 - Recommended Park Development Priorities

Short-Range (2016 – 2020)	Mid-Range (2021 – 2025)	Long-Range (2026 – 2036)
Denton Park Remodel Concessions/Restrooms	Denton Park Walking Trail Splash Pad	Denton Park Baseball/Softball field improvements Field Lights, backstop and fencing
Lake Thom-a-Lex Park Update Master Plan	Lake Thom-a-Lex Park Potential Park Expansion and Greenway Master Plan	Lake Thom-a-Lex Park Potential Park Expansion and Greenway – Phase 1 Improvements
East Optimist Park Playground, New signage, Bleachers	East Optimist Park Potential Park Expansion – Phase 1 Improvements	East Optimist Park Park Expansion – Phase 2 Improvements – 4 new fields, lighting
Boones Cave Park New signage, Nature themed playground, Speed Tables, Canoe and Kayak Access improvements, Forest Management Plan, Riverside Camping Platforms	Boones Cave Park Phase 1 Improvements - Greenway, Land Acquisition, Riverside access road and new parking	Boones Cave Park Expansion Phase 2 Improvements, Greenway construction,
Hughes Park Land Acquisition and Master Plan New Signage	Hughes Park Phase 1 Master Plan Implementation New fields, trails, disc golf expansion	Hughes Park Phase 2 Implementation
Southmont Park	Southmont Park Improvements or Park Expansion Master Plan (based on Partnership with School & NCDOT Road Improvements)	Southmont Park Potential Park Expansion – Phase 1 Improvements
Linwood Park Update concession and restroom facility. New signage	Linwood Park Improvements or Park Expansion Master Plan	Linwood Park Potential Park Expansion – Phase 1 Improvements
Wil-Cox Bridge Develop Master Plan, develop partnerships with surrounding stakeholders, Phase 1 Masterplan implementation	Wil-Cox Bridge Phase 2 Masterplan Implementation, adjacent land acquisition, greenway development	Wil-Cox Bridge Phase 3 Masterplan Implementation, Visitors Center, and facility improvements
Fort York Develop Master Plan, develop partnerships with surrounding stakeholders, Phase 1 Masterplan implementation	Fort York Phase 2 Masterplan Implementation, adjacent land acquisition, greenway development	Fort York Phase 3 Masterplan Implementation, Visitors Center, and facility improvements
West Center Street Ext. Campus Electronic signage, Permanent Bocce and Pickleball courts	West Center Street Ext. Campus Additional gymnasiums with classrooms, walking trail improvements with exercise equipment	West Center Street Ext. Campus Acquisition of adjacent property for expansion, Playground, sand volleyball courts, pave and expand trail system
Sports Complex Feasibility study, public input, Bond referendum discussion, Develop Masterplan	Sports Complex Build Support & Partnerships / Identify Site(s) / Acquire Land / Phase 1 Masterplan Implementation	Sports Complex Phase 2 Implementation
ALCOA Park - Tuckertown Lake Build Support & Partnerships / Identify Potential Site(s) / Seek to Negotiate the Acquisition of Land, Easements or Leases	ALCOA Park - Tuckertown Lake Continue to Build Support & Partnerships / Identify Site(s) / Acquire Land, Easements or Leases / Develop a Detailed Master Plan	ALCOA Park - Tuckertown Lake Phase 1 Implementation

Recommendations For Existing Parks

Existing Davidson County Parks:

This section provides a brief description of each existing County park facility and recommendations for improvements and/or site expansions.

Hughes Park

Site Description:

This 56 acre park is the County's newest facility. The site is located on East Holly Grove Rd., and is centrally located in the county and near several major highways. This park includes three fields for baseball or softball, a hiking trail, disc golf course, playground, batting cages, concessions and restroom facility picnic shelters and gravel parking lot.

Site Improvement Recommendations:

- Additional Parking
- Additional land acquisition
- Trail and disc golf expansion

Site Expansion Recommendations:

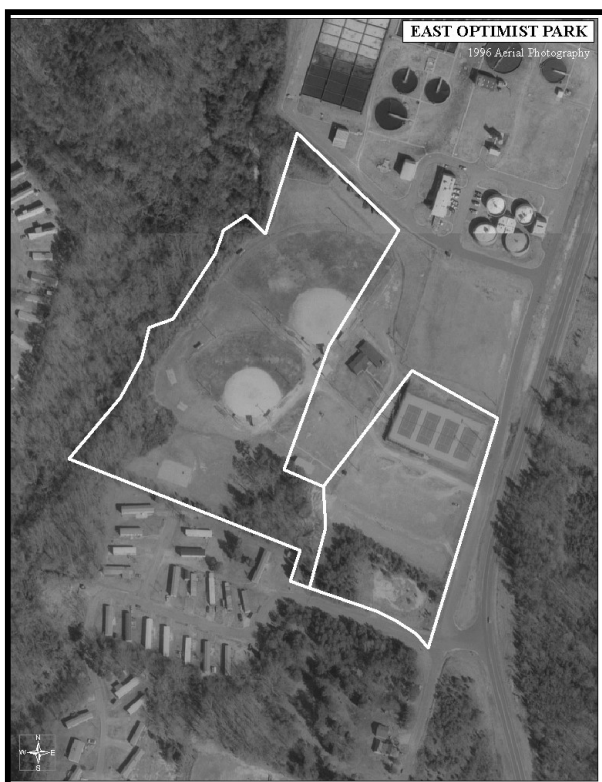
- Acquisition of adjacent property



East Optimist Park

Site Description:

This 11.8-acre park is located southwest of Thomasville along Baptist Children's Home Road just north of I-85. It is within the Northeast Park District. The park includes two multi-use fields, four tennis courts, a basketball court, a picnic shelter with tables, and a concessions and restroom building – all in fair condition. The site is adjacent to the Thomasville sewage treatment plant and its configuration presents security challenges. The park's small gravel parking area and Optimist Club building are located centrally on the site and are in poor condition.



Site Improvement Recommendations:

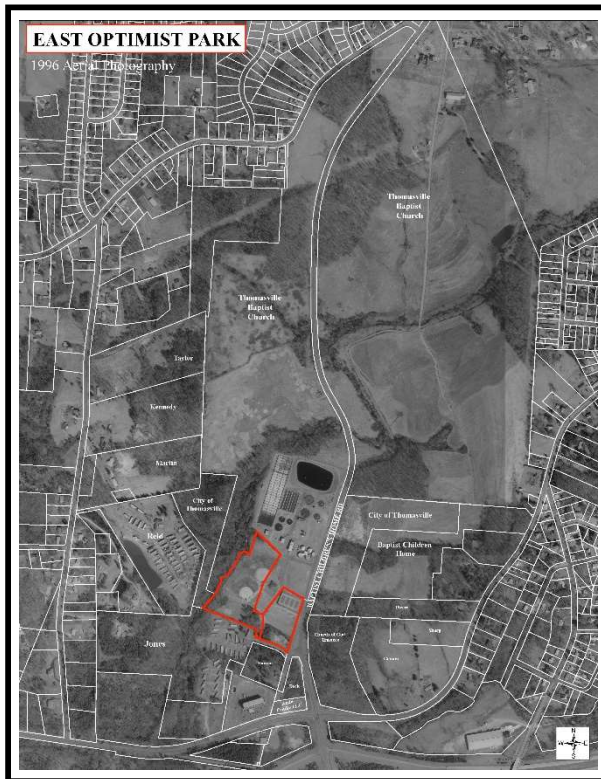
- Address on-going water problems causing damage to tennis courts used by the East Davidson High School.
- Convert the site's two baseball fields into a little league football complex to address the on-going difficulty of gaining access to school football practice fields and to accommodate the desire of local booster clubs to have more baseball games located at the Hughes Park. Funds ear-marked for the replacement of baseball field lights could be redirected to develop the recommended football complex.
- Extensive vegetative buffers are needed along the edge of the property adjacent to the Thomasville Sewage Treatment Plant. The City is making upgrades to improve the odor.
- Improve the Optimist Club building to increase community use opportunities.

Site Expansion Recommendations:

- Adjacent properties owned by the City of Thomasville and the Baptist Children's Home provide an excellent opportunity for a potential joint venture or land swap to establish an outstanding District level park (see aerial photo below). These adjacent properties provide a

connection to both existing and proposed sections of the Thomasville greenway system and ample room for an internal walking trail system.

- The County has participated in preliminary discussions with Special Olympics about the need for a multi-purpose sports complex to include a regulation-sized high school athletic track and an indoor gymnasium. Such a facility is needed to host local Special Olympics training and games, area-wide training schools for coaches, and to house the Special Olympics Area Director. Parking would be a key issue for such a facility.
- With excellent access to I-85 via Baptist Children's Home Road, the properties adjacent to East Optimist



Park provide an excellent potential location for a future multi-purpose sports complex, and an outstanding opportunity to create a partnership among multiple entities. Such a partnership, including Davidson County, the City of Thomasville, the Baptist Children's Home, the Optimist Club, and the State and Local Special Olympics Program



could be beneficial to all the parties, and provide an excellent model for other communities around the state.

Recommended Action Steps:

- Pursue discussions with potential partners (e.g. City of Thomasville, the Baptist Children's Home, the Optimist Club, State and Local Special Olympics).
- Establish a master site plan for all interested parties to explore and identify the best options and opportunities for all parties.
- Produce detailed engineering and architectural drawings to address and solve existing site issues.

Denton Park

Site Description:

Denton park is located on the southeast side of Denton along NC47 in the South Park District. This 12.5-acre park is leased by the County from the Woodmen of the World. The site includes two multi-use fields and two tennis courts in fair condition, a concessions and restroom building, a basketball court, a playground and two picnic shelters.

Site Improvement Recommendations:

- Address on-going safety & security issues by removing basketball court.
- Remove the site's existing out-dated playground equipment and replace with new equipment compliant with Americans With Disabilities Act (ADA) standards.
- Provide an internal walking trail system.
- Make improvements to the existing parking area layout and add way-finding signs, wheel stops, bollards, and landscaping.
- Improve the existing baseball fields

by adding outfield fencing, and reconfigure the site to provide a new peewee soccer field.

- Make improvements to existing picnic shelter, tables and grills.
- Add trees and vegetative buffers between various park uses to provide a more natural park-like setting.



Site Expansion Recommendations:

The site is located adjacent to existing industrial and residential uses. However, the County could explore viable expansion opportunities on several adjacent properties to the north and east of the existing park site.



Southmont Community Center Park

Site Description:

This 9.6-acre park is located along NC8 in the Central Park District. The site includes a picnic shelter, a concessions and restroom building, some playground equipment, and a gravel walking trail and parking area in fair condition. The facility also has open play areas and greenspace, two multi-use fields, a basketball court and a well-maintained community center in good condition.



Site Improvement Recommendations:

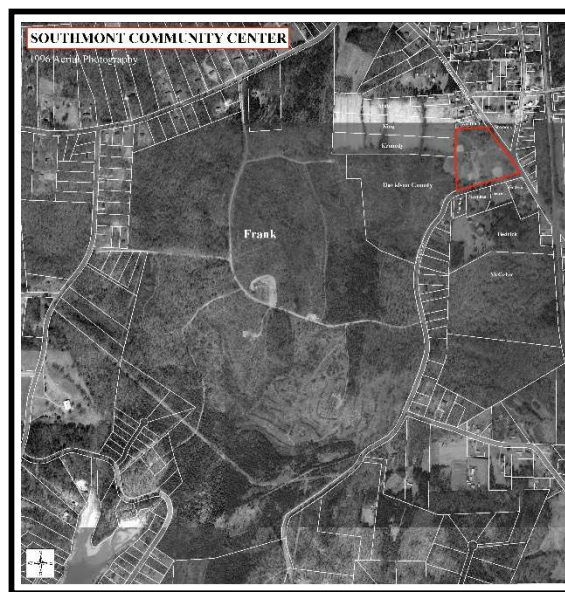
- Improve ballfield lighting.
- Convert the large ball field into a soccer field complex, with two junior fields and one regulation field. Provide amenities including bleachers.
- Seek partnership with local community organizations (e.g. Lions Club) to make additional improvements.
- Upgrade the existing picnic shelter and provide picnic tables.
- Upgrade existing playground equipment to comply with ADA standards.
- Pave the existing walking trails.



Site Expansion Recommendations:

- The County School Board purchased approximately 50 acres adjacent to the existing park for a new elementary school. Potential park improvements and expansions are dependant on the extent of land needed by NCDOT along NC 8 and the existing park service road for school site road improvements.
- The proposed adjacent school provides an excellent opportunity to partner with the County School Board to expand Southmont Park, and to develop an outstanding recreation facility in conjunction with the building of the new elementary school.

- This proposed partnership could set a precedent for future school / park projects.
- This potential joint school / park development project could have a strong “school-age children theme” – focusing on facilities and programs most appropriate for the Kindergarten through 6th Grade age group.
- Park site improvements should be delayed until school and road issues are resolved, a partnership is established, and a joint school / park site master plan is completed.
- This pilot project could initiate an on-going program in which a new community park is built at each new County School.



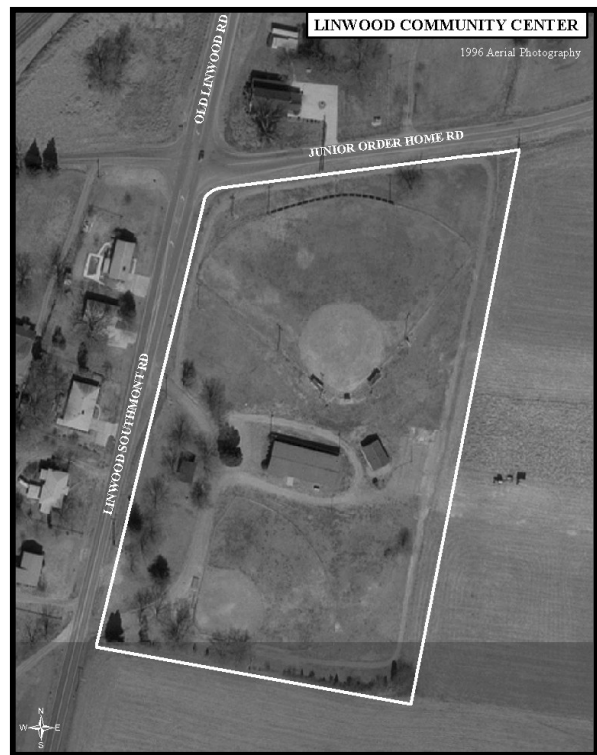
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Linwood Community Park

Site Description:

This 8.3-acre park is located in the Central Park District along Linwood-Southmont Road, and has excellent access to other parts of the County via I-85. The site includes a playground, picnic shelters, a concessions and restroom building, a community center, and two multi-purpose fields – all in fair condition. The park also includes an open play area and a gravel parking area (see photos below). Surrounded by open farmland, the site has limited parking and is difficult to secure.



Site Improvement Recommendations:

- Make minor improvements at the existing community center building.
- Provide pedestrian crossings to improve safety along park entrance roads.
- Expand and improve parking.
- Upgrade existing playground equipment to comply with ADA standards
- Improve ball field lighting.

Site Expansion Recommendations:

- Adjacent large parcels of farmland provide opportunities to expand this park and support a variety of activities without participants “being on top of each other”, including low-impact activities for older adults, and a variety of potential water-related activities.
- With excellent access to I-85 via the Belmont Road exit, this park may be a possible site for the proposed multi-field sports complex.
- The site’s close proximity to Swearing Creek and adjacent powerline easements provides an

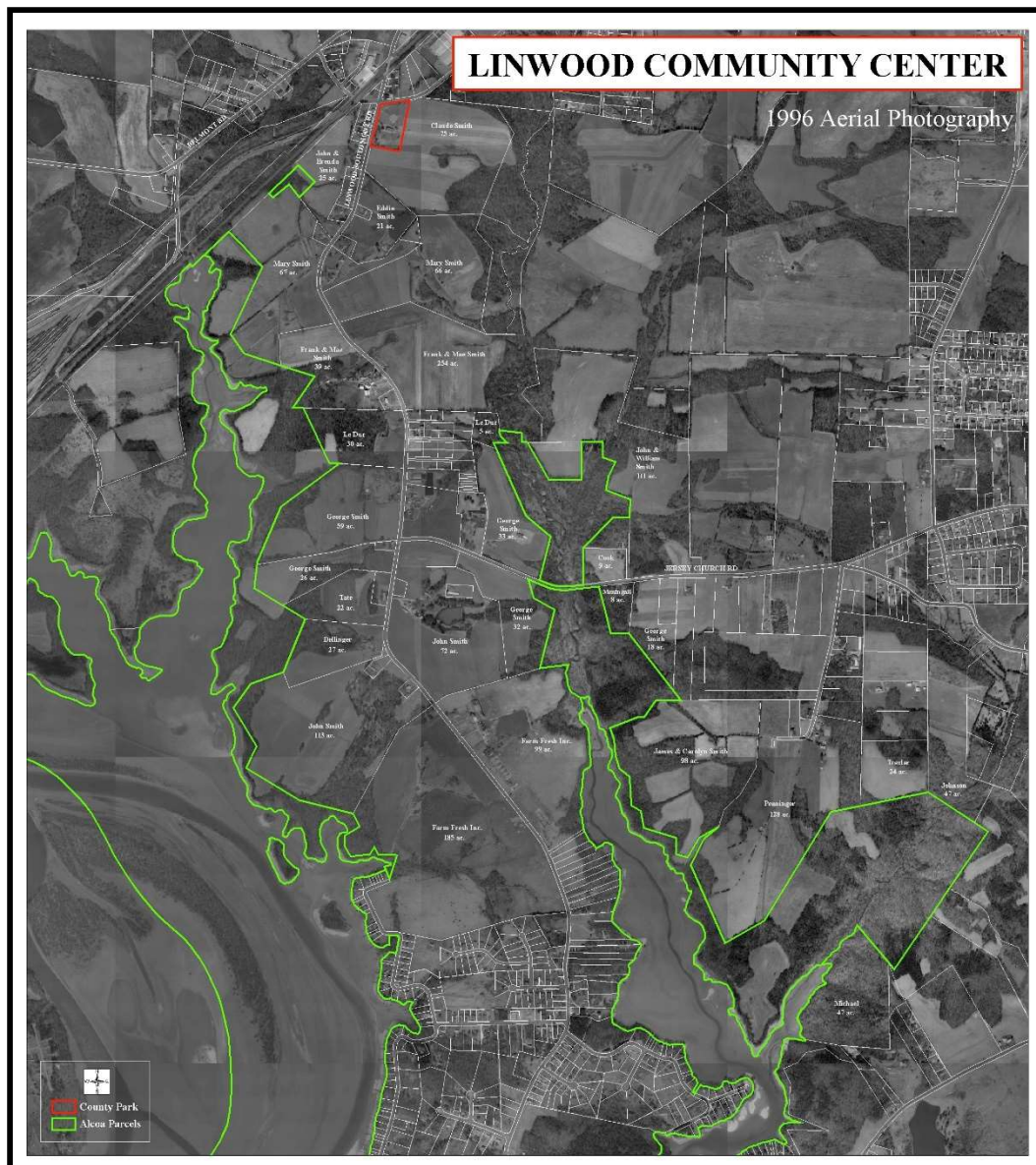
excellent opportunity for a greenway connector to High Rock Lake. Potential acquisition of ALCOA properties and easements along Swearing Creek would provide a linear park and greenway trail system with excellent access to High Rock Lake.

potential expansion of the park and development of a greenway trail connecting the park to High Rock Lake.

- Continue negotiations with ALCOA for the donation or sale of its nearby land on High Rock Lake for use as a public parks and recreation site.
- Produce a park expansion and greenway master plan for the site.

Recommended Action Steps:

- Pursue discussions with adjacent land owners to investigate their interest and willingness to sell or donate land or easements for the



Boone's Cave Park

Site Description:

This 115-acre park was originally a state park facility and is the largest County park. The site has an outstanding natural setting and location along the Yadkin River in the West Park District. This facility is truly a “diamond in the rough”. The park has a large, well-sited picnic shelter and paved parking area in need of repairs and maintenance. The park has an existing gravel trail system providing access to the river, and several recent site improvements including a restroom and maintenance building and a new entrance wall and gate. Presently the site is best suited for passive recreational uses such as interpretive nature and history trails, hiking, picnicking and possibly mountain biking. Extensive site interpretation and master planning is needed to fully realize the recreation potential of this outstanding asset.



Site Improvement Recommendations:

- The site feels very remote and the entrance road is long and narrow. Native trees and shrubs should be planted on the park side of the entrance wall and permission should



be requested from NCDOT to plant landscape materials along Boones Cave Road entrance drive.

- Improve access to canoe and kayak launch site with riverside loading and unloading
- Improve riverside camping facilities to encourage overnight river trips on the Daniel Boone Heritage Canoe Trail

Site Expansion Recommendations:

- Seek the acquisition of land from ALCOA and two private landowners along the river.
- Develop a detailed Master Plan for the entire facility to include proposed expansion areas, a programming & phasing plan with a cost estimate for each phase.
- Include strong educational program elements to highlight and interpret the site's rich early-American historical significance.
- Provide a variety of recreational program elements including hiking & bridle trails, camping and paddling, to capitalize on the site's outstanding natural resources.
- Based on potential acquisition of land along the Yadkin River corridor, an extensive greenway corridor is proposed to connect the existing site to the historic Wilcox Bridge for use

as a pedestrian and equestrian trail connection to the proposed Grants Creek Greenway trail system on the west side of the Yadkin River in Rowan County.

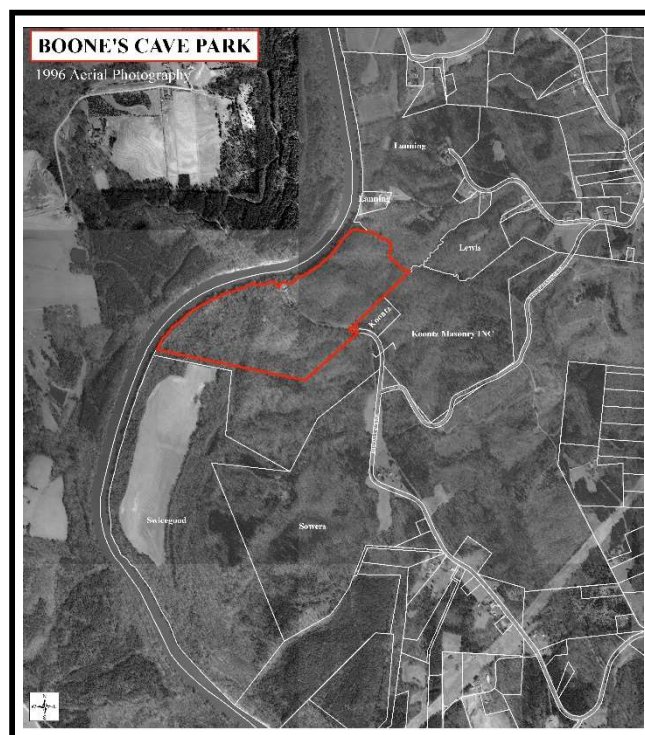
- A pedestrian ferry access to conservation land across the river in Davie County owned by the Land Trust for Central North Carolina may also be considered.
- Provide natural, cultural and historic interpretive feature signage throughout the site.
- Once the Master Plan has been implemented heavily market the facility and provide ample way-finding signage to help visitors and residents easily find the site, particularly from the I-85 corridor.

Recommended Action Steps:

- Pursue discussions with adjacent land owners to investigate their

interest and willingness to sell or donate land or easements for the potential expansion of the park and development of a greenway trail corridor along the Yadkin River connecting Boone's Cave Park to the Wilcox Bridge.

- Continue negotiations with ALCOA for the donation or sale of its nearby land along the Yadkin River for use as a linear park and greenway system.
- Pursue discussions with adjacent land owners and Duke Power Company to investigate their interest and willingness to sell or donate land or easements for the potential expansion of the park and development of a greenway trail corridor along the Yadkin River connecting Boone's Cave Park to the 1,500-acre Duke Power tract.



Lake Thom-A-Lex Park

Site Description:

Lake Thom-A-Lex was built in 1956 by the cities of Lexington and Thomasville as a drinking water supply reservoir. Jointly owned by the Cities of Thomasville and Lexington, this park site is relatively undeveloped. Lake Thom-a-Lex is the main source of drinking water for both cities. The 1200 acre parcel which consist of the fresh water lake and surrounding shoreline buffer, offers a wide variety of tourism and recreational opportunities that include 3 fishing piers, boat launch, kayak rentals, marina store, playground, picnic shelters, grills, educational hiking trail, three parking areas and an abundance of wildlife for visitors to enjoy. Through a \$204,000 PARTF grant and \$250,000 of in-kind contributions from the Cities and the County, significant site improvements have recently been made to playground equipment, picnic shelters, restrooms and parking areas.



Site Improvement Recommendations:

- Replace fishing piers
- Expand hiking trails around entire lake
- Mountain biking trails
- Increase user activity amenities on hiking trail
- Increase parking lot capacity
- Amphitheater
- Interpretive sites
- Camping

Site Expansion Recommendations:

- Expand park boundaries with adjacent public lands
- Partner with Davidson County Community College to create trail network connector trails from campus to park
- Partner with area landowners such as adjacent winery to promote public/private partnerships in the park system

West Center Street Ext. Campus

Site Description:

This 10.8 acre facility houses two county departments in two independent buildings. This is a full service facility that was formerly a charter school. Davidson County Senior Services is located in a 12,425 sq. ft. building and Davidson County Parks and Recreation Department is located in an adjacent 18,355 sq ft. building which houses offices, conference rooms, and gymnasium. The campus also is home to a .5 mile walking trail, horseshoe pits, cafeteria, bocce courts, community gardens, billiards, and community room. There are multiple concrete parking areas and architectural landscaping.



Site Improvement Recommendations:

- Additional outdoor bocce and pickleball courts
- Additional gymnasiums for increase league and tournament play
- All-inclusive outdoor fitness equipment along walking trail
- Playground



Site Expansion Improvements:

- Acquire additional acreage of adjacent property



Wil-Cox Bridge

Site Description:

The Wil-Cox Bridge historic, concrete spandrel arch bridge spanning the Yadkin River between Davidson and Rowan Counties. This bridge serve as the hub for several tourism and recreational opportunities for visitors and residents of Davidson County. The bridge formerly carried two lanes of US 29/70NC150 and is 20 ft wide and 1300 feet in length, with 7 open spandrel arch spans. The bridge was completed in 1924 at a cost of \$212,000.00. The bridge was named for the highway commissioners W.E. Wilkinson of Charlotte and Elwood Cox of High Point. In 2009, the bridge was slated to be demolished as part of the federal highway improvements project to replace the I-85 Yadkin River Bridge and widen the interstate highway to eight lanes between Salisbury and Lexington. In March 2010, the Davidson County Board of Commissioners voted to take ownership of the bridge and preserve it as a bike and pedestrian facility linking bike routes between the two counties. The bridge is part of the Historic Trading Ford District and abuts the historic Camp Yadkin / Fort York,



Site Improvement Recommendations:

- Develop Masterplan
- Install basic infrastructure such as electrical, water, and security measures
- Additional parking
- Concession and restroom facilities
- ADA accessible riverside access and boardwalk
- Lighting
- Connector trails
- Seating and shade structures for river viewing
- Install interpretive kiosk telling the story of the Wil-Cox Bridge, Yadkin River, and the Trading Ford

Site Expansion Recommendations:

- Acquire adjacent DOT ROW and surplus properties
- Negotiate access easements with Cube Hydro
- Acquire adjacent Alcoa/Cube Hydro non project land
- Negotiate agreement for acquisition and

Fort York / Camp Yadkin

Site Description:

Fort York is a Civil War era Confederate earthwork fortification located on the Davidson County Side of the Yadkin River Bridge Battlefield overlooking the Trading Ford District and Wil-Cox Bridge of the Yadkin River. Its purpose was to protect the railroad bridge which crossed the river here as well as the adjacent ford. It was constructed in the latter part of the war in 1864 on a bluff approximately 120 ft. over the river. The fort itself is not a single built structure, rather a series of small artillery batteries connected by rifle pits for infantry. The fort had approximately 600 yards of trenches and four batteries, including three that still exist today. Historical records indicate the fort held as many as a dozen small artillery pieces with a small garrison of men. When units of the Federal soldiers tried to cross the river as part of Stoneman's Raid, the Confederates were successful in forcing the Union troops to fall back and go upriver to cross delaying the Union advancement on April 12, 1865. Realizing the significance of the property and its potential toward preserving the rich heritage of the property, The Land trust for Central North Carolina, acquired 13.67 acres from a private individual with the idea of

eventually transferring the property to Davidson County for use as a historical park.

Site Improvement Recommendations:

- Develop trails with connections to the adjacent Wil-Cox Bridge and Yadkin River Access areas
- Install interpretative kiosk telling the story of Fort York and its historical and architectural significance
- Clear underbrush to expose earthworks and batteries as an example of Civil war era fortified position per NPS standards
- Develop museum and educational visitors center
- Construct observation deck overlooking the adjacent Wil-Cox Bridge and Trading Ford Historic District of the Yadkin River

Site Expansion Recommendations:

- Acquisition of surrounding property privately held that encompasses the remainder of the Fort
- Acquire DOT ROW and surplus property adjacent to Fort York and the Wil-Cox Bridge
- Negotiate acquisition and easements of adjacent and connecting properties with the Land Trust for Central NC, Alcoa, Cube Hydro, and the NCDOT for trail connectivity and greenway development

Recommendations for New Parks and Recreation Facilities

In addition to the recommended improvements and expansion of existing county parks the Parks and Recreation Task Force developed the following recommendations for new County Parks and Recreation facilities to serve the needs of County residents and guide strategic investments in future recreation and tourism assets.

Task Force members recommend every effort be made to preserve key natural features and habitats, provide outstanding recreational opportunities to Davidson County residents, and offer unique and attractive recreational and tourism opportunities to visitors of the County through the implementation of these recommendations.

Proposed ALCOA Park on Tuckertown Lake

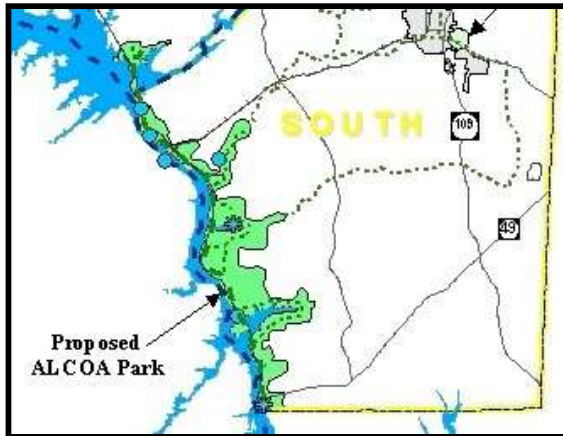
Project Background: The deadline for ALCOA to submit its relicensing application to the Federal Energy Regulatory Commission (FERC) for its continued hydro-electric power generation operations on High Rock and Tuckertown Lakes is April 30, 2006. In preparation for this deadline ALCOA has gathered 40 stakeholders to participate in negotiations concerning appropriate and acceptable mitigation measures to include in ALCOA's application. Mitigation measures are intended to moderate or relieve the negative impacts of damming a river, and tend to be focused within the formal project area directly around the dam, reservoir, power line easements, and reservoir buffer areas. However, there is a strong precedent for power companies around the country to propose and for FERC to grant mitigation measures outside the formal project area.

The Parks and Recreation Task Force identified three top-priority park development projects which require a partnership with ALCOA to develop public parks on its current land holdings:

1. Boone's Cave Park Expansion and Greenway along the Yadkin River

2. Linwood Community Center Park Expansion and Greenway along High Rock Lake
3. Proposed ALCOA Park and Greenway along Tuckertown Lake

Site Description: ALCOA owns 2,683 acres of land along the entire length of Tuckertown Lake in the southwest corner of Davidson County. An actively used railroad corridor runs through the property parallel to the lake shore, and provides a potential rails-to-trails conversion opportunity in the future. The property is located along the NC49 Scenic By-Way Corridor and can serve as a significant tourist attraction for both the Triangle and Charlotte areas. The property is undeveloped and entirely forested. There are numerous natural heritage inventory occurrences on the land, making it a strong candidate for permanent conservation measures. Much of the land is hilly and provides excellent opportunities for repelling, mountain climbing, mountain biking, hiking and equestrian trails. Only 2% of the current boating activity in the Yadkin Pee Dee Lake corridor is located on Tuckertown Lake, making it an ideal passive paddling site.



Project Opportunities: The on-going FERC relicensing process is a once-in-a-lifetime opportunity for Davidson County to seek strong ALCOA support for its efforts to substantially improve recreation and tourism in Davidson County. FERC licenses are typically granted for 30 to 50 years. Up to now the County has asked for little from ALCOA in exchange for its damming and private use of the Yadkin River. Task Force members unanimously recommend Davidson County request ALCOA to preserve in perpetuity all of its land holdings within Davidson County along the Yadkin River and both reservoirs ($\pm 13,050$ total acres). Members recommend a variety of preservation options be explored to preserve the ALCOA property, including:

- Permanent conservation easements (sale or donation)
- Long-term / minimum cost lease arrangements (e.g. \$1 per year)
- Fee simple donation or sale
- Preservation partnerships with Land Trust for Central North Carolina, Yadkin Pee Dee Lakes Project, the Trust for Public Lands or other conservation agencies.

Actions To Date: Given the urgent time frame associated with the on-going negotiation process, members of the master plan task forces requested the Davidson County Board of Commissioners to consider endorsement of the above recommendations, and to instruct Davidson County representatives to share these recommendations for consideration in the ongoing FERC relicensing negotiation process. In response to this request, the Davidson County Board of Commissioners unanimously passed a resolution, in support of these recommendations (see *APPENDIX G - Resolution Supporting Master Plan Recommendations* and *APPENDIX H – Background Information on the FERC Relicensing Process*).

Recommended Action Steps:

- Advocate for the above recommendations through negotiations with ALCOA and other stakeholders concerning appropriate and acceptable mitigation measures to be included in ALCOA's FERC application.
- Based on a positive outcome of negotiations and FERC relicensure, actively pursue the acquisition of land, easements or leases, and the development of a master plan providing a range of recreational elements to complement the site's outstanding natural assets.
- When the Master Plan is implemented heavily market the facility and provide ample way-finding signage to help tourists, visitors, bicyclists and county residents easily find the site.

Multi-Purpose Sports Complex

Project Background: One of the primary opportunities identified during the project's community meetings is the concept of a "central facility". A variety of possible uses were suggested by participants. Three prominent ideas included: 1) an events arena for concerts, graduations, and other major events; 2) a sports complex to support multiple team practices, training camps and tournaments; and 3) an equestrian facility for trail riding, training, showing, and boarding horses. Members of the project Steering Committee and Task Forces formed a Sub-Committee and held several monthly meetings to clarify the concept of a "central facility". Sub-Committee members identified two concepts as the top-priority investment opportunities for central facilities in the County - a sports complex and an agricultural complex. Both concepts have equal merit, and should be pursued simultaneously along parallel tracks, to take advantage of existing resources and potential public and private funding opportunities, to equitably distribute investment dollars, and to help support the economic vitality of the county's existing downtowns.



Sports Complex Purpose: To provide multiple playing fields, adequate parking and restroom facilities, and concession & announcer facilities to support multiple team sport practices, training camps and tournaments for players from both within and outside the County.

Potential Site Locations:

- One of the most promising potential sites for the proposed sports complex is the expansion of the County's East Optimist Park site. The potential use of adjacent properties owned by the City of Thomasville and Thomasville Baptist Church (Baptist Children's Home) would provide easy access to I-85, nearby restaurants and hotels, and other downtown Thomasville businesses and tourist attractions. This potential site includes a proposed major North-South Greenway Connector (7.2 miles) and an Intermediate Greenway Connector (14.4 miles) as designated in the City of Thomasville Greenway Master Plan. These proposed greenways could provide excellent pedestrian access to downtown Thomasville and other potential county recreation areas to the north, west and south of Thomasville.

-
- The area around the Davidson County Community College provides another promising potential site for the proposed sports complex. The area's access to Business 85 and close proximity to Lake Thom-A-Lex are two key selling points. However, this site's central location between Thomasville and Lexington requires a slightly longer drive to local restaurants, hotels, shopping and tourism attractions.
 - A large tract of land next to and including a private driving range is located along the south side of Old Linwood Road, east of Swearing Creek and south of the Hargrave Road I-85 Exit. This site is fairly flat and provides a potential greenway connector north to Lexington and south to High Rock Lake along Swearing Creek.
 - The County's Linwood Community Center Park provides another potential site for the proposed sports complex. Adjacent large parcels of relatively flat farmland provide opportunities to expand this existing park into a multi-field sports complex. The site's close proximity to Swearing Creek provides an excellent opportunity for a one-mile greenway connector to High Rock Lake via Swearing Creek.
 - Virginia Sports Complex in Ashland Virginia provides a variety of team packages with professional instructors on eight fields, 12 batting cages, a video recording system, classrooms and a fitness center (www.vasportscomplex.com).
 - According to Leonard Jackson, USSSA Area Director, to successfully attract and host sport tournaments a minimum set of standards for a modest multi-use sports complex should include 3 or 4 high-quality multi-purpose fields, clean restroom and concession facilities, adequate parking and lighting, and a scoreboard system.

Recommended Action Steps:

- Establish a *Davidson County Sports Event Advisory Committee* to include County Parks and Recreation Department staff, high school and middle school sports directors, and representatives of booster clubs and other private interest groups and businesses in the county.
- Hold regular meetings to:
 - Coordinate sporting events and tournaments in the county by identifying who is presently sponsoring events, when and where they are occurring, and what venue standards are required to better serve the county in the future.
 - Develop strategies for hosting more and larger sporting events and tournaments in the county.
 - Pursue implementation of county park recommendations to meet the needs of county residents and to host more sporting events.
 - Pursue development of a countywide sports complex.

Models and Standards:

Multiple examples are available for modeling efforts to develop a multi-use sports complex in Davidson County:

- Cooperstown All Star Village in Cooperstown, New York provides multiple tournament fields, batting cages, accommodations for teams and family members, a fitness center and laundry and a restaurant (www.cooperstownallstarvillage.com)

Multi-Purpose Agricultural Complex

Agricultural Complex Purpose: To establish a multi-use agricultural complex with a wide variety of potential uses and facilities including but not limited to the following:

- Expand & Relocate Davidson County Fair Grounds - The Kiwanis Club may consider selling its existing property, and entering into a joint venture with the County to substantially expand and improve county fair facilities, and to include adequate on-site parking and ample indoor and outdoor venues for a wide range of existing and new agricultural, entertainment, amusement and educational activities.
- A Farmers Market – to support local farmers (tomatoes, sweet corn, peppers, flowers, strawberries, herbs, local wine, local cheese, local honey, local jams & jellies, etc.) by operating at least May through October in conjunction with a wide range of potential events and attractions (music, dance, theater, comedy, animal shows, art shows, Lexington BBQ Festival, sports tournaments, etc.).
- An Equestrian Center – to provide ample indoor and outdoor venues for the training, boarding and showing of horses, with safe and convenient connections to adjacent riding trails. The Golden Leaf Foundation may be a possible source of funding.
- Arts & Crafts Co-op & Gallery – to provide ample studio, gallery, and perhaps living space to support and highlight local artisans producing and selling a wide range of fine art and hand-crafted pieces, including paintings, sculptures, wood-working,

pottery, furniture, textiles, ceramics and glass.

- Performance Hall &/or Stage / Music Hall of Fame – to provide a top-notch indoor &/or outdoor covered venue for a wide range of performances and events (concerts, music & dance festivals, theater productions, high school graduations, etc.) and a potential Music Hall of Fame, highlighting historic indigenous music styles and local musical artists and performers.
- Southern Cuisine Center / BBQ – to provide a venue for local restaurants and chefs to serve a variety of culinary offerings in support of local products and to serve as a potential home for the proposed NC BBQ Museum and/or Southern Cuisine Center.

Location Criteria:

- Access to an Interstate
- Located to support at least one of the 3 downtowns in the county
- Located to support local entrepreneurial farmers and businesses in the county
- Access to water and sewer services
- Adequate land area / relatively flat

Potential Site Locations:

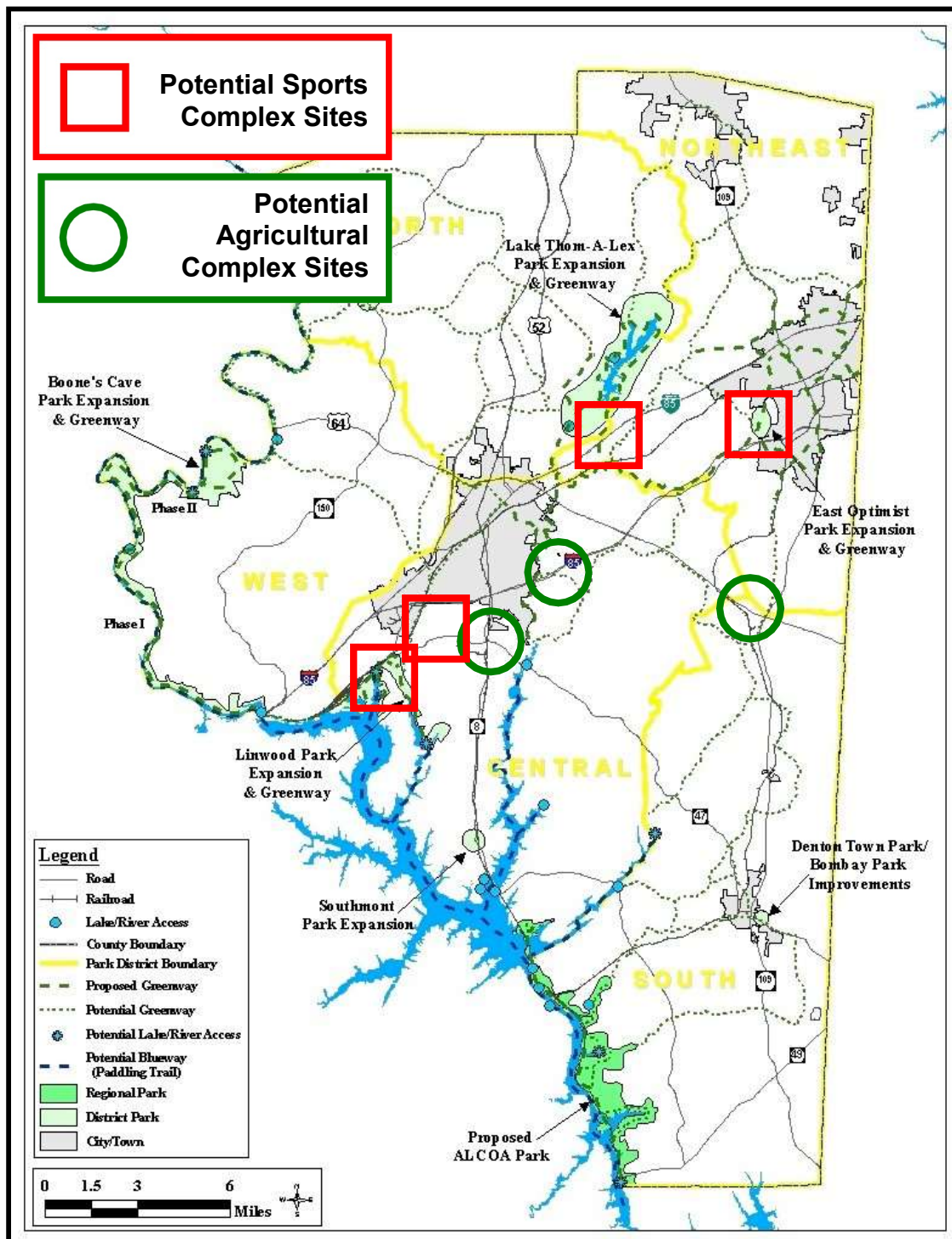
- Southeast of Lexington near the intersection of I-85 and Old US64.
- South of Lexington near the intersection of NC8 and NC47
- South of Thomasville near the intersection of NC109 and US64.

Examples:

- www.nchorsecouncil.com
- www.agr.state.nc.us/markets/facilit/
- www.horsecenter.org
- www.ohpark.com

Map 3 below highlights potential site locations for the proposed sports complex and agricultural complex described above.

Map 3 – Potential Sports and Agricultural Complex Sites



Countywide Greenway System

Background and Purpose: Virtually every recommended park development project includes a greenway trail component. The primary purpose of the proposed countywide greenway system is to provide trail connections among key recreational facilities and the larger communities served by these facilities.

However, greenways are more than a network of recreational trails.

The Parks and Recreation Task Force recommends the development of a Countywide Greenway System Master Plan to tie key elements of the park system together, and to link new or expanded parks with communities in and outside of the County. In addition, the Task Force recommends that additional emphasis be placed on the development of a “blueway” or paddling trail system to take advantage of the outstanding river and lake resources of Davidson County. Many of the recommended park projects include a paddling trail component to encourage full use of Davidson County lakes and rivers and to entice paddlers to visit the County.

Greenway System Site Development Recommendations: The proposed countywide greenway system should be master-planned in multiple segments and implemented in several phases over numerous years. Primary trailheads and greenway trail segments are closely linked with top-priority recommended park development projects and represent approximately 75 miles of

“Greenways conserve open space close to where people live and work, soften the patterns of urban growth, minimize water and air pollution, protect wildlife habitat, promote economic development, and improve the quality of daily life.”
Grant’s Creek Greenway Master Plan

potential greenway trails. If all segment were implemented this would be one of the longest greenway systems in the state. A brief description of primary trail

segments and selected potential connector trails is provided below. Proposed primary trail segments (proposed greenways) and

potential connector trails (potential greenways) are shown on *Map 2 – Parks & Recreation Recommendations*.

- **Boone’s Cave Park Expansion – Primary Trail Segment:** *Phase 1* of this recommended project will run approximately 8.5 miles from the trail head at the existing park site south along the Yadkin River to the Wilcox Bridge. Wilcox Bridge will provide a non-motorized trail connection from Davidson County to the proposed 21-mile Grant’s Creek Greenway System in Rowan County. *Phase 2* of this proposed trail project extends the greenway trail north about 8.5 miles along the Yadkin River, to connect Boone’s Cave Park with a 1,500-acre Duke Power property, for potential use as a future regional park.
- **Wilcox Bridge to Linwood Park – Connector Trail Segment:** This potential 2.5-mile connector trail segment links the Wilcox Pedestrian Bridge to the proposed Linwood Park Expansion and Greenway Trail at High Rock Lake. The trail may share a railroad right-of-way that parallels the Lake’s shoreline.

-
- Linwood Park – Primary Trail Segment: This proposed 2 to 4-mile trail segment connects existing ALCOA property along High Rock Lake and two of its main tributaries to the Linwood Park site. Several paddling access sites along the Lake are recommended for this proposed park expansion project.
 - Linwood Park to Uptown Lexington – Connector Trail Segment: This potential 6.5-mile connector trail segment would link the proposed Linwood Park expansion project to Uptown Lexington. Portions of the trail may run along Swearing Creek. Other portions could share the existing railroad right-of-way and the South Salisbury Street right-of-way along existing or potential sidewalks.
 - Lake Thom-a-Lex Park – Primary Trail Segment: This multi-faceted proposed trail project includes the following key trail segments:
 - 9.5-mile multi-use trail around Lake Thom-a-Lex for hiking, biking and horse riding.
 - 6-mile greenway trail along Swearing Creek connecting the Lake Thom-a-Lex dam to the City of Lexington Finch Park site.
 - 1-mile trail connecting Finch Park with Uptown Lexington.
 - 7-mile trail connecting the proposed Swearing Creek trail to proposed City of Thomasville Greenway trail segments and the proposed East Optimist Park expansion site via Rich Fork Creek and Hamby Creek.
 - East Optimist Park – Primary Trail Segment: The proposed expansion of East Optimist Park, in partnership with the City of Thomasville and the Baptist Children’s Home, would provide the opportunity of developing over a mile of on-site recreational trails. This internal park trail system may be linked to the City of Thomasville greenway system, which in turn, may be linked to the Guilford County Bicentennial Greenway trail corridor. Completion of all the trail segments outlined above could potentially provide a seamless greenway trail corridor from southern Rowan County to northern Guilford County.
 - ALCOA Park on Tuckertown Lake – Primary Trail Segment: This proposed 15 to 20-mile trail would run throughout much of the proposed 2,683-acre ALCOA Park site located along the shores of Tuckertown Lake. A trail head is proposed along NC 49 – the County’s only designated scenic by-way, providing excellent access to visitors and tourists from both the Charlotte and Raleigh markets. A network of trail heads and interconnected segments will provide access to a rich variety of outstanding recreational experiences and natural features including Bald Mountain and the Flat Swamp wetlands area. Several paddling access sites along the Lake are recommended for this proposed regional park project.
 - ALCOA Park to Denton and Lexington – Connector Trail Segments: A variety of potential connector trail segments may be pursued to connect the following resources to the proposed ALCOA Park:
 - 5-mile multi-use trail connecting the proposed ALCOA Park to Downtown Denton along portions of Lick Creek and Denton Road or by sharing portions of the existing railroad right-of-way.
-

-
- 13.5-mile trail connecting the proposed ALCOA Park to Uptown Lexington via portions of NC 8 and/or sharing of existing railroad right-of-way. This trail could also connect the ALCOA Park to the Southmont Park and Linwood Park sites.

Greenway System Recommendations:

The proposed greenway corridors described above and on *Map 4 - Proposed Greenway System Diagram* recommend trail segments located along stream corridors and road or railroad rights-of-way. The County should explore additional greenway opportunities along existing and potential utility easements and rights-of-way. The County's adopted Land Development Plan includes policies supporting the long-term goal of connecting all public schools to a centralized sewage treatment system (Policy 8.3) and supporting the co-location and joint development of public park facilities in cooperation with public schools (Policy 8.5). The Parks and Recreation Task Force strongly supports these policies and recommends the County acquire public

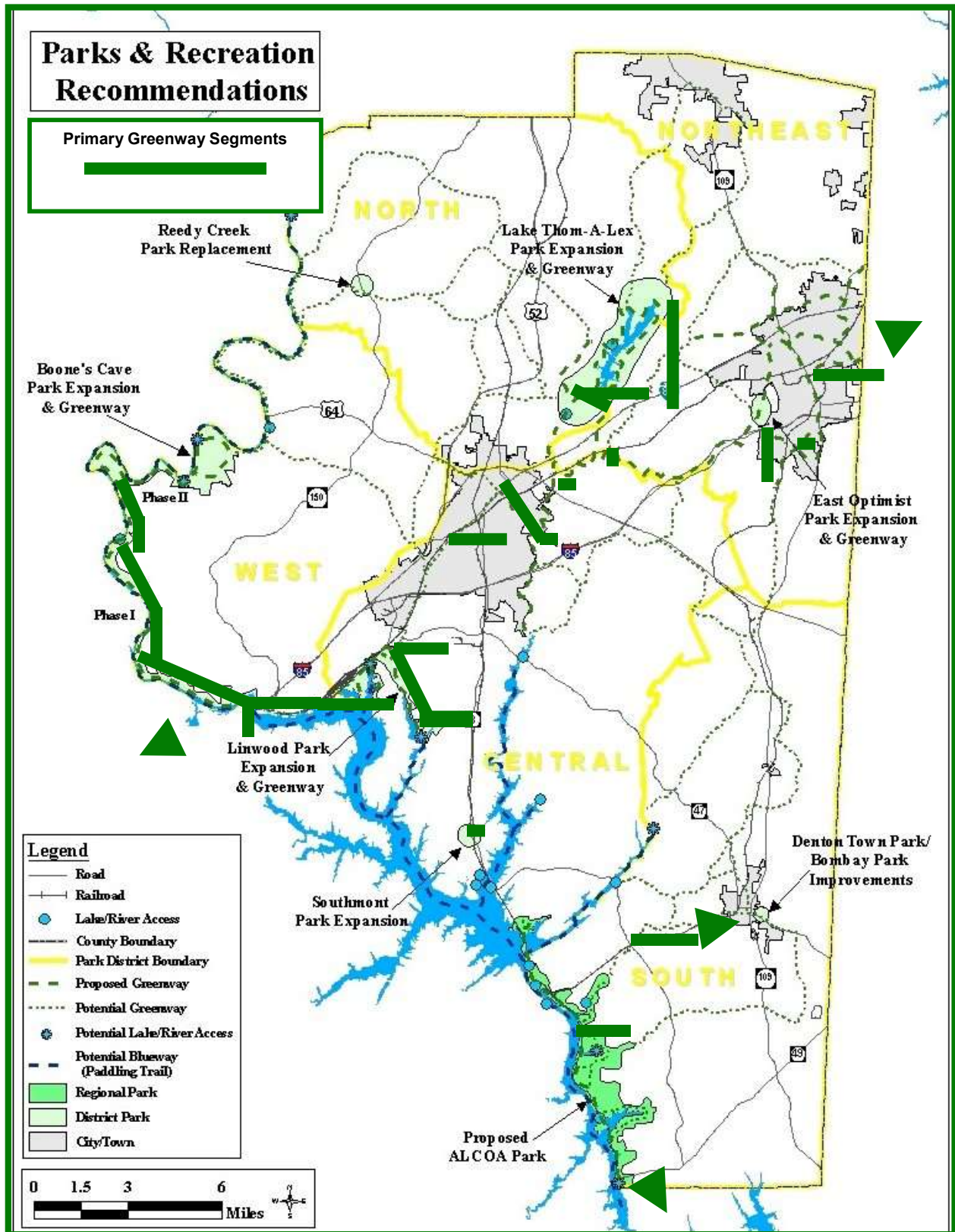
greenway trail access in conjunction with all new sewer rights-of-way acquisitions.

Bike routes are one of the key elements of a successful greenway master plan. The Piedmont Triad Rural Planning Organization (www.ptcog.org/rpo) is currently facilitating the development of a bike route map for Davidson County in conjunction with the Yadkin Pee Dee Lakes Project. When completed this map will be coordinated with planned bike routes in surrounding counties and with the Central Park Bike Map and Central Park Cycling Center also being developed by the Yadkin Pee Dee Lakes Project.

Blueway System Recommendations:

Existing and proposed boat and paddling access sites are included on *Map 2 - Parks and Recreation Recommendations*. The County can gain valuable recreation and tourism benefits by partnering with the Yadkin Pee Dee Lakes Project and adjacent counties in on-going planning and development of the Yadkin Pee Dee River Trail.

Map 4 – Proposed Greenway System Diagram

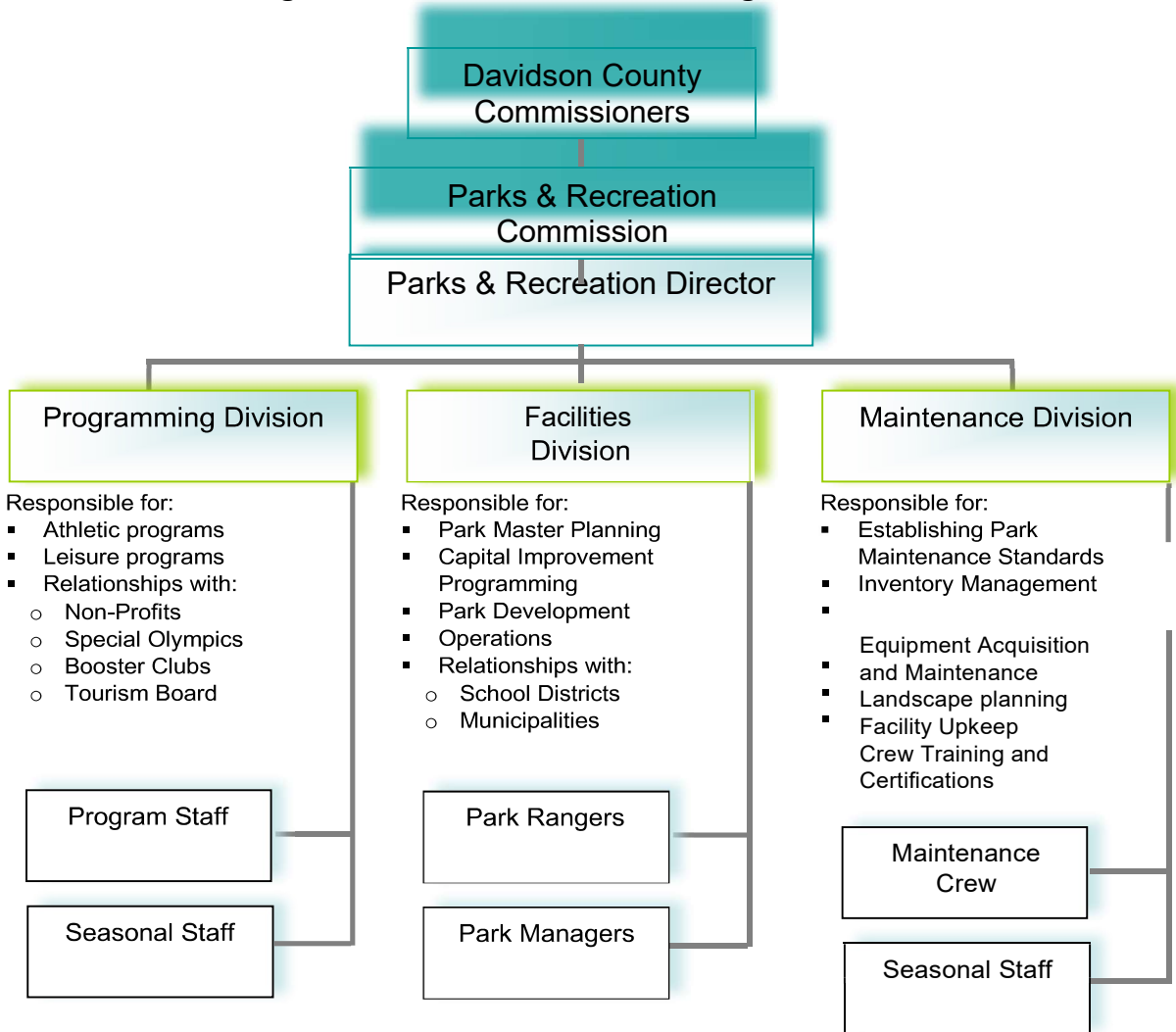


Parks and Recreation Department - Administrative Recommendations

Current staffing levels within the Davidson County Parks and Recreation Department will not be adequate to undertake the breadth of projects recommended within the master plan. Figure 4 below illustrates a staffing

scenario that divides administration of the department into areas of specific responsibility by specialty, and allows for departmental growth as additional park facilities are added to the County system.

Figure 4 – Recommended Staffing Scenario



Programming Division

Recommendations: The programming division would be responsible for overseeing all programming responsibilities, both athletic and leisure. The programming divisions manager would also be responsible for

maintaining and enhancing outside relationships with non-profit agencies, the Special Olympics Program, Booster Clubs and the tourism community. The hiring of programming staff, including instructors, coaches and officials would also fall under this division.

Facilities Division Recommendations:

The facilities division would be primarily responsible for acquiring and improving park sites and facilities. The facilities division manager would be responsible for overseeing the production of master plans for new parks, managing park construction projects and planning for capital improvements. The hiring of park rangers and managers would also be the responsibility of the facilities division manager.

Maintenance Division

Recommendations: The maintenance division functions as an internal service division, responsible for providing the equipment and manpower to provide a consistently high level of maintenance for all Davidson County park sites and facilities. The maintenance division manager would be responsible for establishing maintenance standards, and mobilizing the resources to meet those standards. Managing limited staff and equipment resources would be a key responsibility for this division. The hiring, training and certification of full time and seasonal maintenance staff falls under this division.

Departmental Recommendations: In the above staffing scenario, it is recommended the county hire an additional staff member to lead one of

the three recommended department divisions – most logically the recommended maintenance division. A countywide maintenance crew is currently responsible for maintaining county parks. To better serve the specific needs of County parks the Department should hire a crew specifically dedicated to maintaining and repairing county parks. In lieu of this recommendation, the County should consider establishing a crew within the countywide system specifically dedicated to, and responsible for parks and recreation site maintenance.

Under this staffing scenario, the Parks and Recreation Director is responsible for communicating with the Parks and Recreation Commission, County administration, County Commissioners and County residents and visitors in addition to managing the day-to-day needs of the Department. The Director is responsible for setting policy, establishing goals, producing an annual budget and managing the long-term capital improvement planning. The Director is also responsible for establishing a public relations strategy to ensure clear, consistent information is available about the parks, policies, programs and services offered by the Department.

Parks and Recreation Department – Budgeting Recommendations

Background: Davidson County currently utilizes a six-year capital improvement programming (CIP) system to inform its annual countywide budget-setting process. A Capital Improvement Program (CIP) is a budgeting tool used to plan for the financing of long-term, high-cost public projects like park development. Capital improvements are major, non-recurring expenditures related to the purchase or construction of a permanent or relatively long-lasting asset. Capital improvements may include, for example, land acquisition, construction or major rehabilitation of a building or other facility, the purchase of major equipment, or any planning, feasibility, engineering or design study related to a major capital project. The CIP should be strictly reserved for expenditures that are intended to provide service over a considerable period of time and meet a minimum threshold of cost. Cost estimates and sources of funding should be summarized in the CIP for the approximate year(s) in which expenditures are anticipated.

The County's adopted Land Development Plan includes the following CIP policy:

- Policy 9.1 – The County shall support planning and budgeting for capital facilities, with particular emphasis on *park land*, storm water management facilities, schools, sewage treatment systems, and airport development.

Capital Improvements Programming

Recommendations: The Parks and Recreation Department currently participates in the County's six-year CIP

and annual budgeting processes. However, the size and nature of parks and recreation investments require consideration of a longer financial planning horizon. The department therefore needs to expand its current CIP process to include the following features, intended primarily for internal departmental use:

- Develop individual CIP spreadsheets for each existing and proposed park site to include historical funding data and anecdotal information about past and current development efforts at each park site.
- Develop a fifteen-year internal planning horizon for each proposed park development project and a summary of projected capital costs for all proposed projects - to feed capital budget information into the six-year countywide CIP document.
- Establish a minimum cost threshold for capital items to be considered in the department's CIP. Requests that do not meet that threshold should be addressed in the department's annual operating budget.

Implementation of a long-range, robust CIP process will allow the Parks and Recreation Department to better plan for multi-year projects, to analyze funding trends, and to respond to outside funding opportunities more quickly when they become available. Use of this recommended long-range CIP process will also provide a record of park land and facility investments already made by the County, and provide valuable historical context to support continued funding for the purchase and development of key park resources in the County.

Annual Operating Budget

Recommendations: The operating budget for the Parks and Recreation Department should be enhanced by providing a line-item operating budget for each park site to include:

- Staffing
- Maintenance
- Operating Expenses

In addition, the department's annual operating budget, like its CIP process, should be developed and maintained within a long-range context. A minimum of two years of historical budget data should be maintained for each park site. Operating expenses should be combined with five years of revenue and expense projections to help the department better coordinate its operational investments with its capital improvements programming. These budgeting recommendations may seem overly complicated. However, as new park facilities are developed and the department expands, these budgeting tools will be invaluable in establishing priorities and providing adequate funds to support new parks and recreation

programs, services and maintenance demands.

Cost Estimates and Investment

Recommendations: The recommendations for new and existing parks outlined above provide an exciting vision for the county's potential future parks and recreation system. To achieve this ambitious vision a significant investment is required over an extended number of years by multiple partners. The following estimates provide an approximation of potential funding needed to implement top-priority parks and recreation recommendations. An annual investment of around \$1.5 million over the next 15 to 20 years may be a reasonable goal. Actual site development costs will fluctuate based on land prices, potential land and funding donations and numerous opportunities for the County to form vital partnerships with other entities. Similarly, actual operating costs will depend on the specific size, site characteristics and design of each individual proposed park project.

Immediate Staffing Cost Estimates:

- One Additional Division Manager Salary range: +/- \$50,000_

New and Expanded Park Site Development Cost Estimates:

▪ Improvements at four existing park sites (@ \$1,000,000 each)	\$ 4,000,000
▪ Sports Complex	7,000,000
▪ Agricultural Complex	5,000,000
▪ North District Park	3,000,000
▪ ALCOA site	3,000,000
▪ Boone's Cave	3,000,000
▪ Primary Greenway Segments (Phase 1)	4,000,000
Total:	\$ 29,000,000

Annual Operating Cost Estimates* (staffing, operations and maintenance):

▪ Typical District Park (primarily passive recreation uses)	\$ 400,000 - 600,000
▪ Typical District Park (primarily active recreation uses)	\$ 600,000 -1,000,000
▪ Sports Complex (8 fields minimum with support amenities)	\$ 600,000 -1,000,000
▪ Greenway Trail (per mile / paved)	\$ 6,000 - 8,000

Parks and Recreation – Funding Opportunities & Recommendations

Implementing the recommendations of the parks and recreation portion of the master plan will require Davidson County to use a combination of revenue sources including local, state and federal funds. Davidson County and its various partners needs to develop a funding strategy to best meet community needs, maximize local resources, and leverage outside funding. Establishing a countywide parks, recreation and greenway system will provide a wide range of benefits and therefore, potential access to money earmarked for a variety of purposes including recreation, water quality, hazard mitigation, multi-modal transportation, wildlife protection,

community health and fitness, tourism, and economic development. Because competition for state and federal funding is so intense, it is important for the County to seek out multi-jurisdictional public and private partnerships to maximize local funding to leverage outside funding sources. Ultimately, the long-range success of the master plan depends on the dedication of a local revenue source for parks and recreation. Financing is required to acquire land, design and develop parks, and to manage and maintain park facilities. The County will continually need to seek out funding opportunities and partnerships.

Local Funding Options

Local funding sources are the cornerstone of a robust parks and recreation program. In addition to providing annual operating funds, local sources can provide sizable contributions for capital projects.

Tax Revenues (Pay-as-you-go): This method provides funds directly from the general fund, derived from property taxes. With predicted fluctuation in funding needs, this could cause significant delays to projects while funds accumulate, or if projects receive full funding, cause fluctuations in the county tax rate, which may be unacceptable. To help make funds available as soon as possible, the County could request for a nominal amount (e.g. one-half cent or 1 cent per \$100 of tax value) to be ear-marked specifically for the acquisition, design and development of park sites in the County. One cent of additional tax on a \$100,000 property

would only cost the owner an additional \$10 annually to help pay for new parks.

Bonds (Pay-as-you-use): This provides lump-sum funds through the issuance of bonds to coincide with the large sums of capital required to make land purchases and large scale improvements. The debt is amortized over the life of the bond – anywhere from ten to twenty-five years. While this is likely to impact the overall tax rate, its impact is more predictable. Public approval is required to issue bonds for parks and recreation, and the funds authorized through the bond may not be spent on anything except the stated purpose – the acquisition, design and development of new park sites and the expansion and improvement of existing parks. Bonds also enable the County to leverage local funds by providing readily available matches for state and federal grants.

Local Fee Options: In addition to taxes and bonds, local governments may collect land development fees to help defray the cost of providing parks and recreation facilities and services to families in new housing developments. Fee options for consideration by the County include the following:

- Adequate Public Facilities Fee: The Davidson County Board of Commissioners recently requested County staff to investigate the use of an adequate public facilities fee to meet the growing demands on the county's infrastructure and services due to development activity. A fee of \$1,500 for a typical \$150,000 residence in the County would only add about \$9 to a monthly mortgage payment. However, \$1,500 per house on 648 new homes built in the County in 2004 would have provided nearly \$1 million in new revenue. Enabling legislation is not required for local governments to enact an adequate public facility fee.

- Impact Fees - also known as facility fees or system development charges, are typically collected from developers or property owners at the time a building permit is issued to help pay for capital improvements that provide capacity to serve new growth. Such fees avoid burdening existing customers with the costs of providing capacity to serve new growth. Impact fees must be designed to reflect the costs of providing sufficient capacity in the system to meet the additional needs of a jurisdiction as it grows. State

The Parks and Recreation Task Force recommends the County consider a joint school and parks bond referendum, to meet the educational and recreational needs of County citizens.

enabling legislation is required for local impact fees.

- Park User Fees – Collected from users of existing facilities, these fees tend to impact lower-income participants disproportionately and would be unaffordable if set at a level to accommodate major expansions of park facilities and services in the County.

- Dedication of Land or Fees in Lieu of Dedication – North Carolina law allows counties to require new subdivisions to set aside or “dedicate” a certain proportion of a

development for open space and recreation. For example, a “10% dedication standard” would require that five acres of a fifty-

acre development be reserved for parks of open space. Alternatively, a “1 acre per 20 housing unit” standard would require a 100-unit housing development set aside five acres for open space or parks. Both approaches are acceptable. Instead of setting aside land to ensure parkland keeps up with new growth, a local government may allow a “*fee in lieu of land dedication*”. Under this arrangement, fees paid by the developer are deposited into a special trust fund set up by the County specifically for parks, open space and recreation.

- The fee in lieu of land dedication option addresses situations where a small subdivision would not yield sufficient open space or park land to be useful or where land is poorly situated for recreational uses. For example,

10 percent of the land area in a small, five-acre subdivision would yield only one half acre of dedicated land. Such a small amount of acreage may not be sufficient to allow for useful recreation facilities and may also create maintenance problems.

- The fee in lieu of dedication option helps to ensure that all new subdivisions provide a proportionate share of the open space and recreation land needs of area residents.

Davidson County currently has no provision in its subdivision regulations regarding land dedication or fees in lieu of land dedication. As

portions of the County continue to grow at a brisk pace, this type of provision is something the County may wish to consider. There is an existing requirement in the County's zoning ordinance regarding the provision of open space in some forms of planned unit developments. However, the number of housing units created under this form of development represent only a small fraction of the total housing units added to the County each year. Therefore, it is largely ineffective in addressing the broader issue of providing sufficient parks and open space within reasonable access of all residents in the County.

State Funding Options:

- North Carolina Parks and Recreation Trust Fund: Several million dollars a year are made available to local governments across North Carolina through this program. Applicable projects require a 50/50 match from the local applicant and no more than \$500,000 may be requested. The money can be used for the acquisition, development and renovation of parks and recreational areas. The NC Division of State Parks manages the program along with the Recreational Resources Service.
- Clean Water Management Trust Fund: This fund was established in 1996 and has become one of the largest sources of money in North Carolina for land and water protection. Local governments may apply for grants to acquire easements or fee-simple interest in properties that enhance or restore degraded waters; protect unpolluted

waters, and/or contribute toward a network of riparian buffers and greenways for environmental, educational, and recreational benefits.

- North Carolina Wetlands Restoration Program (NCWRP): This non-regulatory program was established by the North Carolina General Assembly in 1996 to fund the creation or restoration of wetlands, streams and riparian areas (www.h2o.enr.state.nc.us/wrp).
- Ecosystem Enhancement Program: Developed as a new mechanism to facilitate improved mitigation projects for North Carolina highways, this new program makes money available for both restoration and protection projects that serve to enhance water quality and wildlife habitat. There is an open call for projects and no maximum funding amount if the site meets program qualifications.

-
- NC Adopt-A-Trail Grant Program: Operated by the Trails Section of the NC Division of State Parks, annual grants are available to local governments for trail and facility construction. Grants are generally capped at about \$5,000 per project and do not require a match.
(<http://ils.unc.edu/parkproject/trails/grant/>)
 - Water Resources Development Grant Program: The North Carolina Division of Water Resources offers cost-sharing grants to local governments on projects related to acquiring water-based recreation sites or restoring streams.
(www.ncwater.org)

Federal Funding Options:

- The Transportation Equity Act for the 21st Century (TEA-21): This is the primary authorizing legislation for surface transportation projects in the US. The enhancement program under this act is a popular source of money for greenway and trail projects and for scenic area protection. Historic preservation and mitigation projects for highway runoff are also potential projects that can be funded under this act. TEA-21 was enacted in 1998 and is presently being reviewed for re-authorization. This means that the TEA-21 programs listed below may change in the very near future (www.tea3.org). Some of the most pertinent programs under this act include:
 - Recreational Trails Program: This funding source assists with the development of non-motorized and motorized trails. States receive the funds and can then grant them to other private or public organizations. Under this program, grant recipients must provide a 25 percent match and the projects must be consistent with the Statewide Comprehensive Outdoor Recreation Plan (SCORP).
- Office of Bicycle and Pedestrian Transportation: Under this program, a state may spend a portion of its federally allocated surface transportation funds on bicycle and pedestrian facilities or on non-construction projects such as brochures, public service announcements and route maps related to bicycle safety. Rails-Trails projects can also be funded under this program. All projects must be part of a long-range transportation plan.
- National Scenic Byways Program: Allows federally allocated surface transportation funds to be spent on protecting and developing Federal and State scenic byways, including acquisition of scenic areas and development of bicycle lanes along the route. This money is available only along dedicated scenic routes (e.g. NC 49).

-
- Land and Water Conservation Fund (LWCF): This federal funding source was established in 1965 to provide “close-to-home” park and recreation opportunities to residents throughout the United States. LWCF grants can be used by communities to build a variety of park and recreation facilities, including trails and greenways. In North

Carolina, the federally granted money is allocated through the State Division of Parks and Recreation. 50 percent of the local project costs must be matched through in-kind services or funds provided by the recipient.

Partnership Opportunities & Recommendations

Partnership Opportunities with County Schools

The current shortage of adequately-sized County park sites and the high demand for new public schools to meet the County's growing population offers an excellent opportunity for the co-location and joint development of public, active park sites in Davidson County. The County's adopted Land Development Plan "...*encourages the County administration and the County school system to jointly develop parks facilities as such opportunities arise.*" The plan also incorporates a policy supporting "...*the co-location and joint development of public park facilities in cooperation with public schools*" to most efficiently advance the County parks and recreation system as new schools are developed. The Parks and Recreation Task Force strongly supports this policy and recommends the follow action steps to establish a long-range, on-going, working relationship between the County School Board and the County Parks and Recreation Department:

- Request the County School Board to adopt a policy of considering the inclusion of a new park site and an indoor gym with each new school built.
- Negotiate and establish a contractual agreement between the County School Board and the County Parks and Recreation Department to capitalize on existing and proposed school facilities throughout the County. Outline in the agreement the cooperative use of recreational and educational facilities at both County parks and schools – including playgrounds, practice fields, tournament-ready fields, parking areas, gymnasiums, auditoriums and swimming pools. The goal of this agreement should be the cost-efficient provision of both indoor and outdoor educational and recreation facilities and programs with the greatest year-round benefit to the most number of County residents for the least cost.

Partnership Opportunities with Municipalities in the County

The demand for parks and recreation facilities in Davidson County can not be adequately met by the Davidson County Government, alone. Partnerships with each of the municipalities in the County are essential. The recent joint venture among the City of Thomasville, the City of Lexington and Davidson County to receive PARTF funds to make

improvements to Lake Thom-a-Lex Park provide an excellent model for future partnerships in the County. The Parks and Recreation Task Force recommends the County build on existing municipal partnerships, and explore additional opportunities as they become available.

Partnership Opportunities with Booster Clubs

Several booster clubs in the County are struggling to make mortgage payments on land they have purchased to provide recreation facilities. To aid these private community organizations, the County may consider providing an opportunity for all interested booster clubs to sell their land and facilities to the County. Proceeds from these transactions could be placed into a dedicated account to help booster clubs run sports programs at County parks. This option would help to expand the number and type of

programs at each site. While not all booster clubs would be interested in selling their property to the County, those that wanted to sell could benefit from having the County maintain these facilities and by having a reliable, long-term source of revenue to help support community sports programs. The County may also consider establishing a competitive annual or bi-annual grant program to help support booster club improvements that provide a clear public benefit to all County residents.

Partnership Opportunities with Non-Profits and Private Organizations

Davidson County has a wide variety of outstanding private recreation facilities and organizations. This provides the County with numerous potential opportunities to establish partnerships where clear public recreational benefits accrue to all County residents. For example, the City of Thomasville recently partnered with the Hi-Toms Baseball Team to refurbish Finch Field and provide a venue for the American Youth Baseball summer league team.

The County may consider partnering with other private facilities and organizations around the County to provide a wider range of recreational and tourism benefits and programs. For example, the Davidson County Horsemen Association has expressed an interest in partnering with others to establish an equestrian center in the County, and to develop a wider range of bridle trails, equestrian facilities and events for county residents and visitors.

Chapter 5: Tourism Development Conditions and Trends

National Tourism Conditions and Trends

According to the Travel Industry Association of America (TIA), “baby-boomers” generate more travel than any other age group in the U.S. and are more likely to stay in a hotel or motel. In addition, middle-aged boomers tend to spend more on their trips than other age groups – with a

Weekend travel is on the increase. Nearly half of all U.S. adults take at least one weekend trip per year.

national average of \$491 per trip. Most weekend travelers make last minute plans and select their destination within two weeks of their trip. Visiting cities (33%) and small towns (26%) are favored destinations for weekend travelers.

State Tourism Conditions and Trends

In 2015, Davidson County ranked 16th in population and 15th in density compared to other counties throughout North Carolina. For the purpose of comparison, three peer counties with similar population characteristics have been selected – Alamance, Pitt and Rowan. Table 20 below compares Davidson County’s tourism expenditures and per capita tourism expenditures with its peer counties. The tables in *APPENDIX J – Tourism Statistics for the Piedmont Triad by County* compare Davidson County’s tourism expenditures and per capita tourism expenditures with all other counties in the Triad region.

Three general conclusions can be drawn from the information provided in these tables:

- Davidson County is lagging behind state averages in both tourism expenditures and receipts.
- Davidson County is not generating tourism expenditures commensurate with its size. It is a populous county with moderate tourism expenditures, but has relatively small per capita tourism expenditures.
- Counties that have relatively high per capita tourism expenditures appear to have benefited from strategic investments as well as geography and natural assets.

Table 20 – 2015 Peer County Tourism Statistics

County	Expenditures (millions)	Payroll (millions)	Employment (thousands)	State Tax Receipts (millions)	Local Tax Receipts (millions)	Per Capita Expenditures
Davidson County	155.06	22.27	1.00	8.72	5.02	\$ 945.07
Alamance County	171.88	27.99	1.35	10.13	2.99	\$1,103.26
Pitt County	218.83	44.07	2.07	11.44	4.82	\$1,247.93
Rowan County	160.47	26.83	1.36	8.55	5.15	\$1,157.54
NC Average	219.61	52.72	2.11	11.25	6.60	\$2,208.71

Regional Tourism Conditions and Trends

The Central Piedmont Region peak seasons for travel are the “shoulder” seasons (spring and summer).

However, travel to the region is fairly level year round.

The average length of stay in the region is 2.1 nights for all

travelers, including day-trippers.

Average length of stay for overnight visitors is 3.2 nights. Approximately 37% of visitors to the region stay in hotels, motels or bed and breakfast inns, and 34% stay in private homes.

Recreational activities people are interested in as part of their travel plans include nature walks, hiking, swimming, camping and canoeing or rafting. Visitors predominantly seek medium priced full service restaurants and moderately priced accommodations.

Tourist Profile for Central North Carolina:

The heartland, as defined by the NC Department of Commerce, encompasses the Charlotte region through the Piedmont Triad, including Davidson County. Most visitors to the region originate from within the state of North Carolina. The preferred activity of

tourists to this area is shopping (28%), followed by visits to historical places and museums (9%), and sport events (8%),

and cultural events and festivals (7%); and outdoor activities (6%).

Most visitors to the central piedmont region are married and hold a

college degree. Over 35% have children under age 18 at home. The average age of a visitor to central North Carolina is 45 years old with an average household income of \$65,000. 73%

own a personal computer; and 58% own a cellular phone.

The most popular type of trips are weekend trips, then day trips (no overnight stay), followed by mini-vacations (3-6 nights.)

Most visitors to the Central Piedmont region originate from within North Carolina and spend approximately \$250 per trip

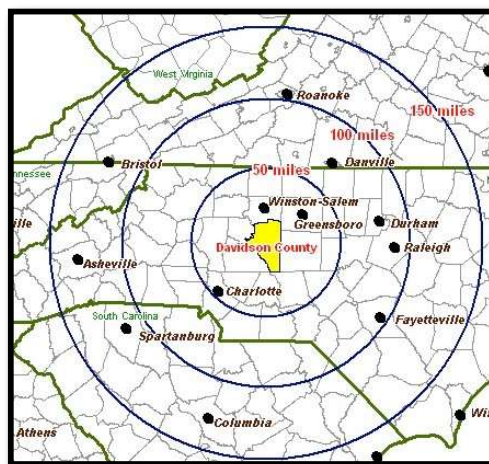
Primary Davidson

County Market: Given the national, regional and local popularity of weekend trips, day trips with no overnight stay, and 3 to 5 nights mini-vacations, the primary market area for Davidson County is within a 50-mile radius

supporting shorter trip lengths, and less travel time.

Cities of 25,000 or more located within 50 miles of Davidson County:

Charlotte, Greensboro, Winston-Salem, High Point, Concord, Burlington, Kannapolis, Huntersville, Salisbury, Thomasville



Davidson County Tourism Conditions and Trends

Economic Impact of Tourism in

Davidson County: Domestic tourists spent just over \$155 million in Davidson County in 2015 (Table 21). Over 1000 jobs in Davidson County were directly attributable to travel and tourism in 2015, which generated a payroll of \$22.27 million. Local tax receipts generated by travel in 2015 were over \$5 Million, up from \$3.6 Million in 2005. In 2015, Davidson County ranked 31st in

tourism expenditures, employment and tax receipts. Table 21 shows how tourism revenues in Davidson County have steadily grown since 2005. However, the County's rank in travel impact among the 100 counties in North Carolina has fluctuated over the last ten years, with a significant drop in 2009 but County tourism revenues rebounded in 2010 and 2011 and continue to grow.

Table 21 – Davidson County Tourism Revenues – 2005-2015

Year	Tourism Revenues (\$ Millions)
2005	\$104.9
2006	\$112.7
2007	\$116.7
2008	\$117.8
2009	\$107.4
2010	\$118.9
2011	\$131.7
2012	\$136.9
2013	\$142.7
2014	\$149.9
2015	\$155.0

Source: North Carolina Department of Commerce

Community Meeting Mini-Survey:

Community meetings were held in Thomasville and Lexington to ensure representation from all areas of the County.

Participants filled out a mini-survey designed to assess individual

perceptions about the County's strengths, weaknesses, opportunities, needs and resources concerning tourism and recreation. Participants identified Davidson County's greatest strengths as being the County's central location within the Piedmont, its excellent highway and secondary road system, and its numerous water resources (lakes, rivers and streams).

The County's greatest assets for both recreation and tourism development are its lakes, rivers and streams.

Participants thought Davidson County's greatest weaknesses are the lack of existing tourism and recreation sites and facilities throughout the county and

current challenges in the local economy.

The majority of individual responses regarding ways to

boost tourism in the county were to:

- Develop destination attractions and events that encourage an overnight stay in the county
- Develop museums or tourist sites highlighting the county's history.
- Increase marketing efforts.
- Build new parks and improve existing parks.

The last question on the mini-survey addressed what needed to happen in order for this plan to be beneficial to the county. Overwhelmingly respondents thought implementation of the plan and public support in all areas of the county were the keys to the plan's success.

Community Workshop Discussion

Results: After completing the mini-survey, participants share their ideas, concerns, needs and desires through a facilitated group discussion.

Participants voted on their top five priorities for tourism in Davidson County. The perceived tourism needs of highest importance among county residents were:

- An arena or sports complex
- Improved recreation facilities to benefit tourism development
- Developing and preserving historical and cultural resources, sites, and museums
- Economic development geared toward realizing the recreational potential of the County's lakes and rivers
- Lodging and restaurants
- Marketing and publicity
- Railroads
- Farmers' markets
- Downtown revitalization

Existing Tourist Assets in Davidson County

Community Meeting participants, Tourism Task Force Members and Master Plan Steering Committee members identified a wide range of existing tourism sites and activities within Davidson County. The following is a grouping of the general types of assets and examples identified through the planning process. A detailed listing of tourism assets throughout the County is provided in *APPENDIX I – Existing Tourism Assets in Davidson County*. The attached series of *Existing Tourism Asset Maps* provides the geographic location of key existing tourism resources in the County.

- Vineyards

Shopping Destinations

- Antiques
- Furniture
- Art Galleries

Historical & Cultural Destinations

- Barbecue Restaurants
- Southern Cuisine
- Historical Sites (see *APPENDIX B*)
- Historic Districts (see *APPENDIX B*)
- Cemeteries
- Museums (History, Art, Racing)

-
- Cultural Heritage Events:
 - Thresher's Reunion
 - Barbecue Festival
 - Multicultural Festival
 - Annual Woodcarvers Show
 - Agricultural Fair

Accommodations

- Lodging (Hotels, Motels, B&Bs)
- Camping

Recreational Opportunities for Tourists

- Golf
- Equestrian Activities & Facilities
- Fishing (Lake & River Access)
- Swimming (Lake & Pools)
- Hiking / Walking / Exploring
- Paddling & Boating Access
- Recreation Events:
 - Rodeo
 - Bass Fishing Tournaments
 - Water Skiing Tournaments
 - Bicycle Races (Tour de Kale)
 - Old Time Square Dancing
 - Hi-Toms Baseball

Recreation Facilities

- Golf Courses
- Football Fields
- Baseball Fields
- Soccer Fields
- Playgrounds
- Tennis Courts

Conclusions: Davidson County has wide range of outstanding natural, historic, cultural and recreational resources. The County’s diverse set of existing assets are well distributed and provide an excellent foundation for the development of unique and authentic tourism attractions.

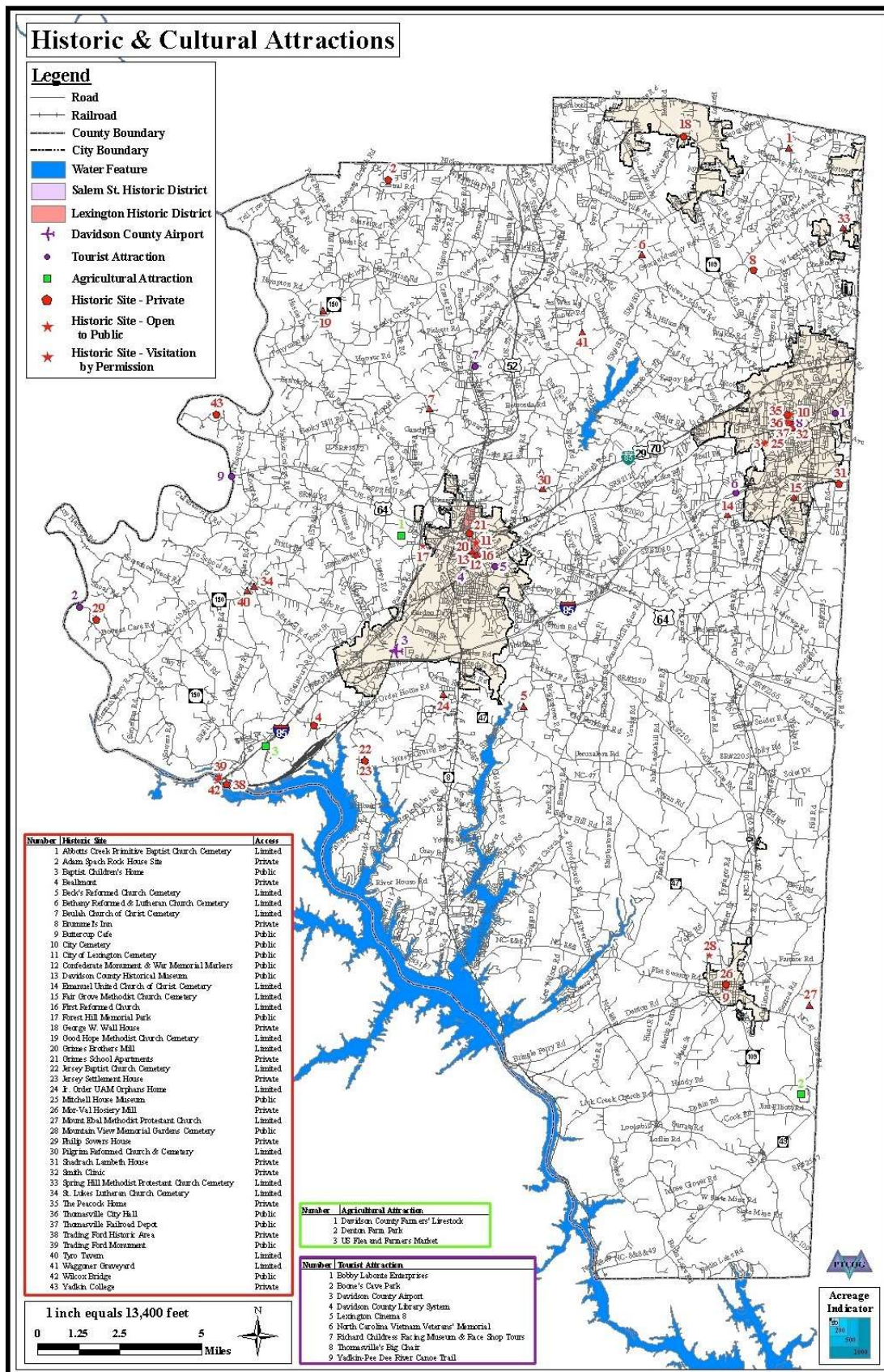
Davidson County is fortunate to have achieved a critical mass of tourism attractions “ready” to be aggressively promoted and marketed. Some of these attractions have been present for a number of years, and have been strengthened substantially by the emergence of world-class facilities such as Childress Vineyards and Timberlake Galleries. The foundation on which to build a dynamic tourism industry is no longer a pipe dream—it is a reality.

The County’s most immediate challenge is to ensure the success of these

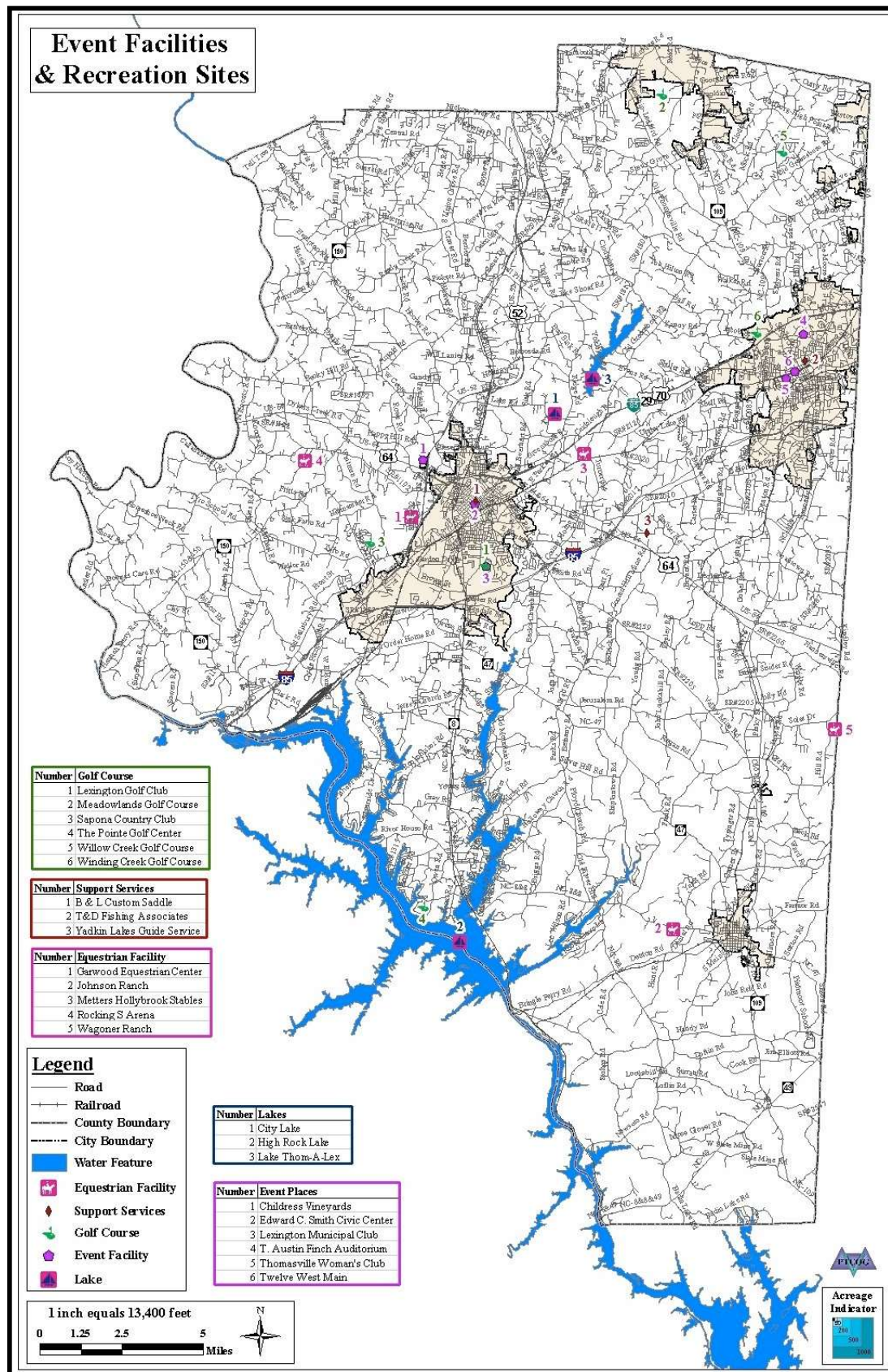
“ready” attractions, in which substantial investments of private resources have been made and which will serve as a barometer of the County’s progress in tourism development.

Davidson County’s diverse resource base offers multiple opportunities for expanding the offerings of tourism attractions in the County through development of “diamonds in the rough”. These potential place and event opportunities have arisen in different ways, some through this study process, some independently, and some have been in the developmental stages for several years. It is important that the County unite in its efforts to mobilize support for developing these attractions, because each will play an important role in generating a dynamic offering of attractions to potential visitors.

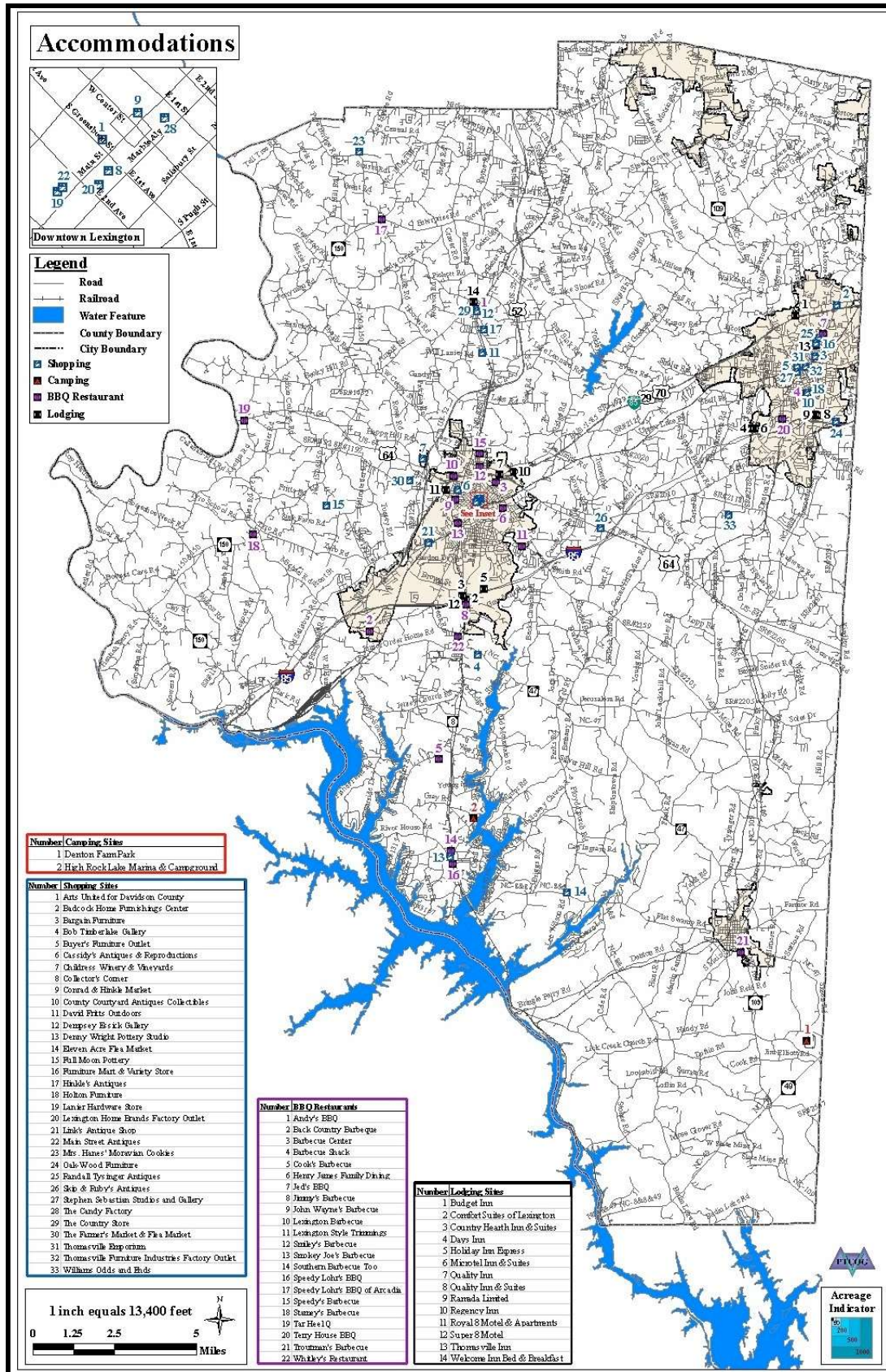
Map 5 - Existing Tourism Assets – Historic & Cultural Attractions



Map 6 - Existing Tourism Assets – Event Facilities & Recreation Sites



Map 7 - Existing Tourism Assets – Accommodations



Chapter 6: Tourism Development Recommendations

Introduction

The Tourism Task Force worked diligently since August 2004 to devise strategies to address the following Master Plan and Tourism Task Force mission statements.

Master Plan Mission

Establish a master plan that coordinates and guides strategic investments in county and municipal recreation and tourism resources to create economic development and quality of life opportunities.

Tourism Task Force Mission

The Tourism Task Force will evaluate Davidson County's potential for attracting visitors and will make prioritized recommendations for strategic asset development and related investments. A central focus will be on investments that can serve multiple needs, specifically recreation and economic development.

The Task Force will take a strategic approach by assessing those strategies that can realistically be implemented, will lift the local economy by providing jobs, and place the County in a more competitive position as it enters a new economic era.

The Task Force will look both short and long-term, with the goal of building a solid foundation for sustained success in the field of tourism.

Tourism Development - Background

The tourism development recommendations outlined in this chapter provide a general strategy through which Davidson County can benefit economically by fostering and supporting a vibrant tourism industry

that builds on existing assets and develops new ones.

The County's economy has been hard-hit by structural economic changes occurring over the past several years, manifested primarily by a large decline in the County's manufacturing base, especially in furniture and textiles. Davidson is not alone – many other communities that have traditionally relied primarily on relatively low-skill manufacturing industries are experiencing similar pains. At the same time, there has been some positive economic news relating to new industrial plant locations and improving unemployment figures in Davidson.

Clearly, there are many challenges facing Davidson County and its communities, as well as the larger Triad region. An overall economic development strategy that emphasizes diversification is certainly needed, and tourism can play an important role in this diversification strategy.

A simple yet very important truth that is often overlooked is that tourism cannot contribute to the County's economy unless: 1) visitors can be attracted to the County from *beyond the County's borders*, and; 2) when they visit, they *spend money* in the County. In other words, money must flow into the County from beyond the County's borders for tourism to have merit as an economic development strategy.

While it is desirable for the residents of Davidson County to visit local attractions such as restaurants, shops and vineyards, their money is merely recirculated within the County's economy and does not increase the overall wealth of the County. Likewise, if visitors come to Davidson County but do not spend money on items such as overnight accommodations, meals and gasoline, no economic lift occurs. The primary focus of this strategy is on attracting

The major focus of this tourism development strategy is on attracting visitors and their money from beyond the County's borders to Davidson County.

visitors and their money from beyond the County's borders to Davidson County. It is also recognized that the

budgets of most local governments in North Carolina, and especially in areas hard-hit by

the exodus of manufacturing jobs such as Davidson County are under severe strain and resources are limited. This report outlines an overall strategy that can be accomplished with relatively limited public resources by building a solid foundation for future success.

Tourism Development Goals

Fundamentally, tourism is a business and differs from recreation in that its primary goal is to attract visitors from *outside* of the County who will visit and hopefully spend money to produce a positive economic impact for the residents of Davidson County. As with any business, it must compete vigorously and aggressively for the consumer's dollar among a multitude of alternatives.

Guiding Principles: As the Tourism Development Task Force creatively addressed this vital issue of keen competition in the state, national and worldwide tourism market, the following guiding principles were established as the cornerstone of a successful tourism development strategy for Davidson County:

- Recognize the value and potential of *existing* assets and create a strong appreciation and demand for these assets.
- Make a commitment to the success of the county's existing assets to pave the way for additional private

investment and to generate public support if the need or opportunity for publicly-funded projects emerges.

- Pursue achievable, high-impact benefits while minimizing outlays of public funding.
- Compete vigorously for the tourism dollar
- Ensure that tourism provides an economic 'lift' to the county
- Promote County unity

By devising a solid strategy for strengthening existing assets that focuses on achievable goals, maximizes positive benefits and minimizes direct public costs, Davidson County can become a model for other communities in the Piedmont in transitioning successfully to the new economy. As an illustration of how these principles can be successfully applied and implemented in Davidson County, consider the following scenario: Imagine holding a spring festival in Davidson County centered on historic preservation that attracts visitors from throughout the nation and world,

generates many dollars in overnight stays in local hotels, meals in local restaurants and spending in local businesses. Imagine linking this festival to the essential spirit of Bob

Timberlake's paintings that celebrate the pastoral natural beauty of the region as well as the active energy of our region as reflected by NASCAR, wine, furniture, barbecue, and music.

Tourism Development – Findings

Core Values for Tourism Development in Davidson County:

- Authenticity
- Pride
- Integrity
- Fiscal responsibility
- Community bonds and friendships

Major Tourism Development Strengths in Davidson County:

- High traffic counts and excellent highway infrastructure
- Market location---proximity to large population base
- Central North Carolina location
- Emerging base of anchor attractions
- Several "diamonds in the rough"

Major Tourism Development Challenges in Davidson County:

- Creating a cohesive set of assets that together define a "story" about Davidson County that would make people want to visit and stay overnight
- Sending out a consistently positive message about Davidson County
- Building unity and cooperation locally and regionally
- Building a culture of high expectations, confidence, achievement and success
- Embracing change and diversity
- Transitioning to a knowledge-based economy
- Attracting talent and investment
- Redefining the role of tourism in economic development

Tourism Development – Opportunities

With the rapid economic changes occurring in the United States, North Carolina and especially Davidson County, leaders are looking to diversify economies to ensure long-term prosperity in an increasingly competitive world. Tourism should be viewed as an industry capable of bringing wealth and investment to Davidson County rather than a luxury. Like manufacturing or any other industry, tourism provides a means of channeling dollars from *beyond* the County's borders *into* the County's economy while providing jobs

and economic opportunity for the County's citizens. Although tourism will not immediately serve as a direct replacement for the many manufacturing jobs that have been lost, it can help to break the fall and heal some of the economic wounds suffered recently.

According to the North Carolina Department of Commerce, tourism is one of North Carolina's largest industries. In 2015, domestic travelers spent \$21.9 billion across the State, representing a 3% increase over the

previous year. Domestic tourism expenditures directly supported 182,950 jobs for North Carolina residents. Traveler spending generated over \$2.1 billion in tax receipts. Approximately 49 million visitors traveled to North Carolina, ranking the State eighth in person-trip volume behind only California, Florida, Texas, Pennsylvania, New York, Illinois and Ohio.

Increasingly, North Carolina's communities are recognizing the importance of tourism to their economies. Many are moving forward aggressively to build programs and organizational structures to support tourism. Communities that are attractive to visitors will also be attractive to the industries and workers of the new economy: knowledge-based,

technologically-advanced, globally competitive industries.

This conclusion cannot be escaped – Davidson County has an opportunity at hand to significantly expand and strengthen its tourism industry. Competition will be intense. To succeed, the County must have a practical and realistic strategic plan. Communities that choose to pursue tourism aggressively will have a built-in advantage by being positioned to secure not only their own share of the market and available resources (such as Federal and State grants and foundation funding), but those of the non-competitive communities as well. It is time for Davidson County to compete for and to claim its share of resources and economic success.

Recommended Tourism Development Strategies

The tourism development task force unanimously recommends the following nine strategies as the primary business plan elements for building a vibrant and successful tourism industry in Davidson County. A detailed description of each strategy follows including key issues to be addressed and a wide variety of suggestions and examples to help guide the implementation process.

- Build Capacity and Infrastructure
- Build a Positive Image
- Provide High-Quality Visitor Services
- Aggressively Market and Promote "Ready" Assets
- Develop New Assets
- Protect Private, Sensitive or Endangered Resources

- Research Opportunities ("Diamonds in the Rough")
- Develop Networks, Alliances and Partnerships
- Identify, Develop and Cultivate Markets

Table 22 provides a representative selection of tourism development opportunities identified through the planning process. This table provides a menu of options and serves as a model for implementation team members to use as they begin the process of identifying, selecting and developing top-priority tourism opportunities outlined in this master plan.

Table 22 – Example Menu of Selected Tourism Development Opportunities

Continuous Options		
<u>Develop New Assets:</u> - Foster, support and pursue development of new downtown dining and entertainment attractions <u>Develop Networks, Alliances and Partnerships:</u> - Foster, support and pursue development of local, regional, statewide, national and international tourism networks		
Short-Range Options	Mid-Range Options	Long-Range Options
<u>Build Capacity and Infrastructure:</u> - Clarify and establish the roles & responsibilities of key tourism coordinating mechanisms - Identify and pursue financial resources necessary to sustain on-going tourism initiatives (e.g. occupancy tax)	<u>Provide High-Quality Visitor Services:</u> - Provide information kiosks at major attractions and events. - Provide hospitality training to key service industry employees. - Continue to discuss the availability of alcohol as a potential tool to enhance tourism in the County.	<u>Develop New Assets:</u> - Barbeque Museum - ALCOA Park on Tuckertown Lake - Theme Trails (Civil war, Frontier Heritage & Trading Path, Revolutionary War) - German History Conference
<u>Build A Positive Image:</u> Pursue a public relations campaign that provides a positive & compelling story about the County.	<u>Develop New Assets:</u> - Boone's Cave Park - Piedmont Frontier Festival - Furniture Festival - Hairston Reunion Events - Multi-purpose Complex - High Rock Lake Festival - Theme Trails (NASCAR, Furniture, Art, Agriculture) - Outdoor recreation opportunities	
<u>Provide High-Quality Visitor Services:</u> - Improve the County's tourism website to provide a user-friendly interface with powerful interactive capabilities. - Provide wireless internet services in downtowns and at other strategic tourism attractions in the County.	<u>Research Opportunities (Diamonds in the Rough:</u> - Piedmont Frontier Heritage - African-American Legacy - European-American Legacy	
<u>Aggressively Promote Ready Assets:</u> Promote primary anchors & events	<u>Develop Networks, Alliances and Partnerships:</u> - Master plan and develop greenway & blueway sections - Identify and pursue scenic by-ways	
<u>Develop New Assets:</u> - Foster, support and pursue development of major anchor retailers along the key corridors. - Explore the opportunities & benefits of a two-day Barbeque Festival and Everybody's Day Festival. - Link music and BBQ		
<u>Protect Private, Sensitive or Endangered Resources:</u> Foster, support and pursue protection efforts through County development regulations and non-profit advocacy groups.		
<u>Research Opportunities (Diamonds in the Rough:</u> - Southern Cuisine - Agri-Tourism - Fishing and Paddling Trails		

Strategy 1 – Build Capacity and Infrastructure

The emergence of a strong tourism economy in Davidson County will be dependent on having certain basic capacities and infrastructures in place. These pieces can be thought of as the foundation upon which a strong tourism economy can be built.

Coordinating Mechanism: The Tourism-Recreation Investment Partnership has been used as a coordinating mechanism for tourism development within Davidson County www.visitdavidsoncounty.com. This organization has been strengthened by adding capacities in grantsmanship, promotions and project management. The Partnership will continue to build synergies by working cooperatively with other key agencies in the county including the Lexington Tourism Authority www.visitlexingtonnc.org, Thomasville Tourism Commission www.thomasvilletourism.com, Chambers of Commerce, and Economic Development Commission and all Parks and Recreation Departments.

Financial Resources/Occupancy Tax: The financial resources necessary to sustain an ongoing tourism initiative can and should come from a number of sources, including grants, legislative appropriations, fundraising efforts, contributions, membership fees, and receipts for services provided. One source of funds that many local governments in North Carolina have found beneficial for tourism development is an occupancy tax. Davidson County is among a minority of counties in North Carolina that does not levy an occupancy tax, although both Lexington and Thomasville participate

and each have rates of 6%. This revenue source would provide a small but dependable revenue stream upon which local tourism development capacity could be built. More information on this revenue source can be accessed through the NC Department of Commerce at www.nccommerce.com/tourism/econ/occupancyr.pdf and www.nccommerce.com/tourism/econ/occupancytax_02_03.pdf. The establishment of this revenue source is by special act—there is no general enabling legislation—and can best be accomplished by building goodwill, trust and a sense of common purpose with local hotels and motels as well as their lobbying organizations, such as the North Carolina Travel and Tourism Coalition www.ncttc.com. The County's Tourism Development Partnership may benefit from associating with organizations such as the North Carolina Association of Convention and Visitors' Bureaus www.visit.nc.org/.

Community Acceptance: A very intangible yet extremely important factor in tourism development is the acceptance or perhaps *perceived* acceptance of visitors by local residents and businesses. There are some encouraging signs recently that Davidson County's "welcome mat" is becoming larger and more visible. Tourism is not widely recognized locally as a key economic development strategy at this time, but there has also been some positive movement in that direction, especially during the course of this study. When a community values tourism and is perceived as welcoming to visitors, a path for success emerges.

Physical Infrastructure: Generally, there is adequate physical infrastructure in place in Davidson County to support tourism facilities and activities. The County is in an especially enviable position with regard to its well developed highway system bringing a constant stream of high traffic to the area along Interstate 85, US 52, US 64 and to a lesser extent NC 49. Utilities such as water, natural gas and high-speed internet access are also generally available. An exception is public sewer service, which is limited to urbanized areas and would likely be necessary to support any large-scale or intensive land

uses such as food service establishments in outlying areas such as High Rock Lake.

Visitors' Centers: Both Lexington and Thomasville operate visitor's centers that serve the needs of visitors traveling to Davidson County. The County can best serve visitors by working cooperatively with the Lexington and Thomasville facilities making a separate visitor center for Davidson County unnecessary. A specific objective for the Thomasville center is to relocate to a site accessible from Interstate 85 in the near future.

Strategy 2 – Build a Positive Image

It often said, “perception is reality”. Perhaps nowhere else is this more applicable than in attracting visitors. In short, people will visit areas that they perceive to be friendly, inviting, safe, of value, and welcoming. It is fortunate that we live in an age where there are so many potential methods of reaching potential visitors with a positive, welcoming message. The other side of the coin is that the public is exposed daily to a wide variety of media messages, not all of which may be positive. In this respect, Davidson County faces some major challenges.

The Need for a Positive and Compelling Overall “Story”: Perhaps the most critical missing element in an overall tourism development strategy for Davidson County is a cohesive and compelling “story” associated with the County. For example, when considering whether to visit Florida (sunshine), Las Vegas (nightlife), or Colorado (outdoor adventure), certain immediate associations occur in the minds of potential visitors. The same is true for any product, for example automobiles Toyota (reliability), Volvo (safety), Jaguar (excitement) or Mercedes (luxury). Davidson County must come to grips with this challenge immediately, if it is to succeed in attracting visitors. It is especially important to recognize that the attributes that make the County a good place to live and work may not be successful in attracting visitors who are generally seeking unique experiences that can not be found in their own communities. For example, being a “safe” or “quiet” community, while positive, probably has limited appeal for visitors who are seeking unique

experiences in a competitive marketplace. Davidson County will need to craft consistently positive, well-focused and strategic messages and weave these into a uniquely welcoming overall story. Examples of qualities that have been discussed include heritage, natural beauty, relaxation, sense of “home and hearth”, outdoor activities and affordable dining. The County needs a message that serves as a “brand”, sets it apart from competitors and provides a strong reason for someone to visit the area. More importantly, this message will serve as a beacon—it will be far easier to achieve success in the field of tourism if the residents and leaders of the County know which values and qualities it wishes to share with visitors.

Overcoming Negative Images: It is unfortunate that the County has received perhaps more than its due share of negative publicity over the past several years. It seems to be the case that a substantial segment of the public in the region have been influenced in their perceptions of Davidson County and are somewhat cautious about visiting the area, especially given the fact that tourism is a highly-competitive business and that other alternatives for the tourist dollar are abundant. The County can begin to turn the tide by consciously and skillfully crafting a positive message about the County and strategically communicating this message to its target audiences.

Public Relations Campaign: Because the County is beginning to achieve a critical mass of quality attractions, it is important that it immediately launch a

public relations campaign to ensure the success of these and other attractions. It is important that these attractions be defined positively. For example, the Yadkin Valley Viticulture Region and the County's role in this region should immediately be branded in a positive fashion and shared with a broad audience. Some examples of how the County might move aggressively to define itself include:

- targeted media releases featuring area attractions
- cultivation of media contacts and travel writers through familiarization tours

- hosting of events
- e-mail distribution lists with "facts of the month"

While the specifics of such a campaign are beyond the scope of this report the Tourism Development Partnership, in conjunction with its multiple local tourism development allies should take the initiative to define itself rather than leave this job to others. The good news is that many outlets exist for delivering this message and that these outlets require a relatively small expenditure of public funds.

Strategy 3 – Provide High Quality Visitor Services

Communities that do an outstanding job of serving the needs of visitors maintain a strategic advantage in the intense competition of tourism dollars. By ensuring that visitors have a first-rate experience, Davidson County can make a huge stride toward establishing a viable tourism industry.

Information Technology: Visitors turn increasingly to electronic means of accessing information related to tourism destinations and experiences. By emphasizing the delivery of information in electronic form via the Internet, Davidson County can begin to claim a powerful strategic advantage. The County has already taken a prudent step in this direction by supporting a website devoted to tourism maintained by the Davidson County Tourism Development Partnership. Now that the foundation of the website is in place, the next step will be to develop a high-quality, user-friendly interface with powerful interactive capabilities. For example, the website could enable the user to conduct a virtual tour of the interior of the main meeting hall facility at Camp Walter Johnson, shop for furniture at Thomasville or Timberlake Galleries, view menus at barbecue restaurants, conduct a virtual wine tasting at Childress Vineyards, or listen to live music and view menus at local barbecue restaurants. The capability to achieve these objectives is readily available and relatively inexpensive. It is achievable and has the potential to have a major positive impact. Good examples of searchable interactive tourism websites can be found at www.exploreasheville.com and www.visitnc.com/tools_search.asp. The

county's tourism website could become self-supporting through advertising and listing fees. Other capabilities of the website that should be included are:

- Current community event postings
- GPS-linked databases that provide visitors detailed driving directions to attractions
- Tailor-made tours based on visitor preferences. For example, the user can design a uniquely individual tour of antique shops based on available time, budgets and types of antiques.
- Downloadable detailed maps
- Webcasts of local radio stations or major events such as the Barbecue Festival
- Cooperative links to and from the websites of local and regional attractions such as the Denton Farm Park, Old Salem or the ACC Tournament or Furniture Market.
- Electronic ticketing for local events
- Electronic reservations for dining and overnight accommodations.

In addition to the website, other examples of information technology that would provide a strategic advantage to Davidson County include:

- Promotional CDs and DVDs showcasing area attractions distributed to travel writers, convention coordinators and potential visitors.
- Readily available wireless Internet access in central locations such as visitors' centers and coffeehouses.
- Informational kiosks in visitors' centers and at major attractions that would provide access to the County's tourism website.
- Self-guided tours using cassettes and CDs.

Hospitality Training: Many visitors gain their strongest impressions of an area from their interactions with average people during the course of their daily lives. If local residents believe that their area has something to offer and are skilled at communicating this belief, visitors are encouraged to visit and spend their time and money in the community. A formal program of hospitality training offered to employees of overnight accommodations, restaurants, downtown merchants, fast food establishments and convenience stores would be immensely constructive in Davidson County's effort to establish a viable tourism industry. For example, the draw of Boone's Cave Park would be magnified by efforts to teach the history of the early settlement of Davidson County and its impact on American history to park rangers and tourism guides. The training could be implemented through Davidson Community College or the Tourism Development Partnership.

Alcohol Availability: North Carolina alcohol policy is governed by the North Carolina Alcoholic Beverage Control Commission (ABC). The 1937 Control Act provided for a control plan under which no county or city in the State would be required to sell alcohol unless first approved by the voters. Today North Carolina is a "local option" state with 49 county and 106 municipal ABC boards that sell spirituous liquor at retail locations. In addition, alcohol beverage sales may be legal at both on and off premise businesses based on local voter approval. Detailed information regarding the sale of alcoholic beverages in North Carolina, including availability and revenues generated can be found at www.ncabc.com. Table 23 provides a summary of the availability of alcoholic beverages in Davidson County. A detailed explanation of this table can be found at www.ncabc.com/xo/.

Table 23 – Availability of Alcohol in Davidson County

Entity	Malt Beverage	Unfortified Wine	Fortified Wine	ABC Stores	Mixed Beverages
Davidson County	Yes	Yes	Yes	No	Yes
High Point	Yes	Yes	Yes	Yes	Yes
Lexington	Yes	Yes	Yes	Yes	Yes
Thomasville	Yes	Yes	Yes	Yes	Yes

The sale of alcoholic beverages is now permitted in Davidson County with 4 referendums passing in November 2016. Davidson County does not have an ABC Board nor has it established any new ABC stores in the county since the referendums passing. Lexington established a board in 1972 that had income of \$3.53 million in 2014, while Thomasville's board, established in 1999, had 2015 income of \$2.56 million.

The discussion of alcohol sales in Davidson County was controversial and divisive. However, it has been the experience of many counties in North Carolina that tourism activities and revenues are greatly enhanced by the availability of alcohol. Tax revenue and economic development will likely see an increase in areas of the county where tourism is prevalent such as High Rock Lake.

Strategy 4 – Aggressively Market and Promote “Ready” Assets

Davidson County is fortunate to have achieved a critical mass of tourism attractions over the last several years. Some of these attractions have been present for a number of years, and have been strengthened by the emergence of world-class facilities such as Childress Vineyards and Timberlake Galleries. The foundation on which to build a dynamic tourism industry is no longer a pipe dream—it is a reality. The County’s most immediate challenge is to ensure the success of these “ready” attractions which represent substantial investments of private resources and which will serve as a barometer of the County’s progress in fostering future tourism development. Much like a shopping mall has anchor tenants

around which smaller tenants cluster and develop cooperative working relationships, the County’s primary anchor attractions (listed alphabetically below) will serve as the major lures for visitors and as initial building blocks that are ready to receive visitors and will offer a quality experience.

It will be important to promote and market these primary anchors within the context of the “overall story” discussed previously, and devise unique and effective strategies for each attraction. A comprehensive marketing strategy should be prepared by a marketing professional. Potential marketing and promotion strategies for the county’s “ready” assets are outlined below.

Primary Anchors – Place Attractions:

- Barbecue Restaurants
- Camp Walter Johnson
- Childress Vineyards
- Davidson County Historical Museum
- Denton Farm Park
- Downtowns (Denton, Lexington, and Thomasville)
- High Rock Lake
- Richard Childress Racing
- Thomasville and Lexington Furniture Companies
- Timberlake Galleries
- Vietnam Memorial
- Yadkin Valley Viticulture Region
- Barbecue: Promote the uniqueness of the Lexington barbecue tradition by placing it more broadly within the context of Southern cuisine. For example, develop cooperative working relationships with Calabash Seafood, Crooks Corner in Chapel

Hill, and others to refer visitors and to interpret the tradition of Southern cuisine to a wide national audience. The Lexington barbecue tradition should be kept authentic and original, and marketed in a strategic manner to a larger audience in a larger context.

- Camp Walter Johnson: This facility is a largely unknown and undiscovered gem in the southern section of the County along the shores of High Rock Lake. It offers first-class meeting and dining facilities, recreation, and overnight accommodations. Because of Davidson County’s central geographic location within the State of North Carolina, the Camp could serve as a preferred location for religious, governmental, educational and non-profit conferences (www.salary.org/cwj).

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- Childress Vineyards: Opened to the public in November 2004, this world-class facility is a crown jewel of Davidson County tourism. Its appeal and power to draw visitors is vast and it has enormous potential for hosting premier events. On a day-to-day basis the Vineyards will draw substantial numbers of visitors. Cooperative working relationships should be developed among the Vineyards and other anchor attractions such as Timberlake Galleries and Uptown Lexington, to provide a unique visitor experience featuring food, art and home furnishings. In addition, the Vineyards could host a wide range of outdoor events including outdoor concerts and small-scale conferences. Because of Childress Vineyards' strategic location near Interstate 85 and its proximity to the Charlotte metropolitan region, it is especially important that it be marketed as the "Southern Gateway to the Yadkin Valley Viticulture Region". (www.childressvineyards.com)

- Davidson County Historical Museum: The Davidson County Historical Museum is located in the Old Courthouse on the Square in Historic Uptown Lexington. The Courthouse itself is a historical treasure, built in 1858. On the National Register of Historic Places since 1971, the Old Courthouse is regarded as one of the foremost examples of temple form architecture in the southeastern United States. The museum offers exhibits, programs and other activities that capture the history of Davidson County through local artifacts, photographs and archival materials from growing collections. In addition, the second floor courtroom

remains intact as it was when serving the community in its original capacity. Visitors can view the judge's bench, jury box and prisoner's holding cage.

The county's Historical Museum serves an important role in generating visitors to Davidson County and provides the following tourism development assets:

- Public access to a significant historic building that enjoys a key location in Uptown Lexington.
- An experienced and knowledgeable staff serving as a vital information and referral center for heritage tourism sites and events across the county and region.
- Permanent exhibits providing visitors an orientation to Davidson County.
- Changing exhibits such as the upcoming show highlighting Davidson County's remarkable home front contributions to WWII efforts that 'refresh' the story of the county's heritage, and help residents understand who they are and what they want visitors to know and understand about the county.
- Professional long-term management of a strong permanent collection of local artifacts.
- Online access to this catalog will soon be available through the county's website, providing a dynamic tool for potential county visitors interested in heritage tourism.

The Historical Museum could develop a creative niche that

broadens its attraction to visitors from beyond the County's borders. For example, Davidson County is a very old county within the context of American history and represents a variety of eras including:

- A frontier community of North Carolina during the mid-1700s
- An agricultural center from the mid-1700s through the late 1800s
- A manufacturing center from the late 1800s until recently.

This story can be told in numerous ways through exhibits and conferences. The Museum could coordinate with the genealogical resources of the Davidson County Library and Boone's Cave Park to interpret the migration and early settlement of the County by English Quakers, German Lutherans and Reformed, Scots Irish Presbyterians, and African-Americans, etc. in a manner similar to that of Old Salem with Moravian history. It would also be interesting to explore the history of furniture production and the origins of the Piedmont's industrialization, as well as the Native American and African American legacies in the area.

(www.co.davidson.nc.us/museum/)

- Denton Farm Park: The Denton Farm Park is the site of three annual major events – the Southeast Old Thresher's Reunion, Horse and Mule Days, and Doyle Lawson & Quicksilver's Bluegrass Festival. The Farm Park offers campsites and is located 20 minutes south of Lexington off NC109 and NC47.
(www.threshers.com/farmpark/index.html)
- Downtowns: The importance to tourism of Davidson County's three

downtowns: Denton, Lexington and Thomasville cannot be overstated. The health, vitality, and economic assets of these downtowns will strongly influence and determine whether tourism as an economic development strategy will succeed or fail. Visitors tend to judge an area by the attractiveness of its downtowns. As the community "welcome mat" the County's three downtowns have great tourism potential that must be aggressively pursued. Each downtown must continue to pursue development of compelling tourism assets that can act as a magnet for visitors. For example, Uptown Lexington has made substantial investments in its streetscape and pedestrian access improvements and is attracting visitors through fun and creative events and public art initiatives.

Study participants suggested that each downtown define and develop a critical mass of resources within a few key blocks. For example, Lexington could pursue a furniture museum, barbecue museum, and train depot restoration in and around the "Depot District"; Thomasville could pursue a Music Hall of Fame and farmers' market; Denton could pursue a craft and heritage museum, an agri-business museum, and a textile interpretive center.

The degree to which downtowns are developed and serve as draws for visitors is unlimited, and is subject only to the imagination and creativity of local leaders and entrepreneurs. Nighttime activities such as restaurants and coffeehouses are especially needed, both to draw visitors and to attract younger

professional people to the area. Pedestrian-oriented activities such as antique shopping, art galleries and specialty stores are also critical.

There is a golden opportunity for small to medium-sized communities in the Piedmont to develop vibrant, walkable, shoppable downtowns with a critical mass of nighttime activities. By aggressively pursuing and developing these vital characteristics as successful communities of similar size have done around the state (e.g. Asheville, Blowing Rock, New Bern, Wilmington) Davidson County's downtowns can enjoy a significant increase in visitors and tourism dollars. For example, downtown Denton could be developed as a center of innovative dining, including a variety of ethnic restaurants. With the music management expertise of the nearby Denton Farm Park, which has successfully held many major music festivals, nighttime activities centered on bluegrass and other types of traditional music could prosper and draw significant numbers of visitors from nearby Charlotte.

The North Carolina Main Street Center www.ncdca.org/mainst/ is an available resource that can be tapped for its expertise in downtown revitalization. www.uptownlexington.com
www.ci.thomasville.nc.us

- **High Rock Lake:** Located 15 minutes south of Lexington on NC 8, High Rock Lake is one of the best fishing holes in the Southeast. The B.A.S.S. Masters Classic Bass Tournaments were held at High Rock Lake in 1994, 1995 and 1998. The shallow lake is best known for largemouth bass, but

fishermen also reel in bream, catfish, crappie and striped bass. High Rock Lake is a potentially significant magnet for tourism dollars but merits study as part of a separate management plan to raise the quality of development and overall aesthetics of the Lake area. The County can play a significant role in the renaissance of High Rock Lake through the use of its land use regulatory authority.

- **Richard Childress Racing, RCR Museum and NASCAR:** The drawing potential of RCR specifically and NASCAR generally is immense. The sport is very popular in the community and region, and the region is recognized nationally and internationally with NASCAR. The marketing staffs at RCR and NASCAR have done a tremendous job of building the sport, and many good lessons can be drawn from the NASCAR experience and the marketing savvy and expertise that have consistently been demonstrated. Davidson County should continue to support the efforts of RCR to develop the RCR museum near Welcome, as well as related facilities in the region, including the proposed NASCAR Museum in Charlotte. Coordination among facilities in Davidson and the proposed High Rock International Raceway just over the Yadkin River in Rowan County should also be supported. Construction on the multi-million-dollar High Rock track project is expected to begin in the fall of 2005 and be completed by the summer of 2006. Partnerships and networks with nearby Roush, Petty and Labonte facilities in Randolph County as well as the NASCAR cluster near Mooresville and related businesses

such as CV Products should be actively promoted in a coordinated fashion and perhaps as part of a formal thematic trail (<http://www.rcrracing.com/museum/index.asp>, www.rcrracing.com, and www.nascar.com).

- **Thomasville and Lexington Furniture:** The furniture industry has historically been a major component of the County's economy and has enormous potential to attract visitors to Davidson County. Not only are the Thomasville and Lexington names synonymous with high quality furniture, but there are many other smaller manufacturers and craftsmen in the area that provide a very compelling and interesting attraction for visitors. The Tourism Task Force discussed many ways for the furniture theme to be developed further as a tourism attraction. Although a single preferred alternative did not emerge during the course of this study, there appears to be a great deal of interest and energy surrounding the topic. It is recommended that, as a follow-up to this report, a task force be convened and charged specifically with the mission of creating multiple niches for furniture-based tourism for Davidson County, with a specific focus on revitalizing downtown areas. www.highpointfurniture.com, www.furniturefind.com, www.thomasville.com www.lexington.com

The story of the Green Front Furniture Company based in Farmville, Virginia is a very interesting case study of a unique furniture retailing approach. Green Front, voted *Retailer of the Year* several times, defies

conventional business wisdom. Only advertising occasionally, it spends just a small percentage of what its competition will spend on marketing campaigns. The Farmville location, located an hour from any metropolitan area, is not open in the evening or on Sunday. Nevertheless, Green Front continues to show steady growth. Over the years, the thriving furniture business revitalized Farmville and put money back into the community with increased customer traffic and contributions to local non-profit organizations. In turn, local residents and businesses continue to patronize the business. The largest percent of customers, however, are not from the Farmville area. Out-of-town visitors stay in [local hotels](#) and bed-and-breakfast inns, dine in [local restaurants](#), and shop at the variety of [small businesses](#) that line the streets of downtown Farmville: All to experience "destination shopping" at Green Front Furniture. For Green Front – as well as the Town of Farmville and its neighboring businesses – cooperation has been a 'win-win' situation. (www.greenfront.com/ourstory.html)

- **Timberlake Galleries:** Located at 1714 East Center Street Extension in Lexington, The Bob Timberlake Gallery invites visitors to step into the artist's life and immerse themselves in his world. The Gallery itself is truly a work of art and offers a shopping experience that visitors find unique and appealing. The Gallery hosts paintings, gifts and collectibles, memorabilia, home furnishings and accessories, and apparel. The Gallery is a world-class facility that should be aggressively promoted and can assist

greatly in establishing Lexington and Davidson County as a center of quality art and home furnishings.

www.bobtimberlake.com/

- North Carolina Vietnam Veteran's Memorial: Located between Lexington and Thomasville on Interstate 85 is the North Carolina Vietnam Veteran's Memorial. Construction of the memorial honoring the more than 216,000 North Carolinians who served in Vietnam was funded by private donations and is built on a 1 ½ acre landscaped site. The memorial is constructed of North Carolina made bricks and lists the names of more than 1,620 North Carolinians killed or missing in Vietnam. The memorial reflects the proud tradition of patriotism and loyalty to our country by North Carolina's dedicated servicemen and women. The Memorial could be promoted as a heritage asset reflecting Davidson County's tradition of service and commitment to traditional values. It will be especially important to promote the Memorial to regions which have high concentrations of military personnel, and to connect the Memorial to other military-related attractions in the state and region.
- Yadkin Valley Wine Trail / American Viticultural Area: The emergence of the Yadkin Valley Viticultural Area, of which Davidson County is a part,

presents a superior opportunity for tourism promotion and development. With a superb combination of sun, soil and soul, the Yadkin Valley region of North Carolina is rapidly gaining a reputation for growing high-quality grapes and producing world-class wines. This wine region benefits from what many winemakers consider the best “*terroir*” in North Carolina. In recognition of these unique features, the federal government approved the Yadkin Valley Viticultural Area in 2003

www.cellarnotes.net/approved_american_viticultural.html.

The Yadkin Valley Wine Trail website www.allamericanwineries.com/nc/yvwt/ was established to provide a single stop for wine lovers seeking information about the wine, wines, wineries, vineyard, vineyards, and other supporting businesses in the Yadkin Valley. The Yadkin Valley boasts historic links that stretch from the Moravian settlers in the 1750s to Mayberry. The region hosts a wide range of wine festivals and tasting events, music festivals, and craft and antique fairs. There are currently fourteen operating wineries and vineyards along the Yadkin Valley Wine Trail, open to the public for winery or vineyard tours, tasting and sales. Davidson County should play an active role in marketing and promoting this growing tourism industry, and position itself as an excellent place to both begin and end a tour of the region's premiere viticulture attractions.

Primary Anchors – Event Attractions:

- Barbecue Festival
- Everybody's Day
- Multi-Cultural Festival
- Bassmasters' Tournament at High Rock Lake

- Thresher's Reunion
- Christmas Open House

A brief description of each event attraction and suggested marketing strategies are included below:

-
- Barbecue Festival: Held in Uptown Lexington on an October Saturday, the Barbecue Festival pays tribute to the Lexington style of slow cooked barbecue. Over 400 exhibitors sell handmade crafts and food to the 150,000 visitors to the street festival. Five stages of entertainment showcase local and national artists. Piglet Land is a special section of the festival with rides and games for children. Sporting events such as the Tour de Pig and BBQ Festival Tennis Tournament occur on Saturdays prior to the Festival. As perhaps the County's premier event, there is merit in examining the potential of expanding the festival to a two-day event.
(www.barbecuefestival.com)

- Everybody's Day: This annual fall festival in downtown Thomasville provides a pleasant day of fun and excitement for ...well, everybody! Highlights of the festival include 200 art and craft vendors, a large festival food court with 25 vendors, three stages of entertainment, children's rides and games, and a golf tournament. The County should continue to promote and cross-promote this local event.
(www.everybodysday.com)

- Bassmasters' Tournament at High Rock Lake: This is a major event that draws thousands of visitors. Recent effort to link the lake with Davidson County and Lexington rather than to competing communities should be continued. Lexington will serve as the host city for the 2005 tournament.
(www.visitlexingtonnc.org/attractions/highrock.asp
www.espn.go.com/outdoors/bassmaster)

- Southeast Old Threshers' Reunion: This five-day annual event is considered "*the greatest steam, gas and antique farm equipment show in the southeastern U. S.*". Located on the 100-acre Denton Farm Park, this five-day event hosts multiple exhibits and demonstrations and provides a range of refreshments and entertainment. Key attractions include restored old tractors and other farm machinery, a restored steam locomotive engine, passenger cars, caboose and on-site track, a restored working steam shovel, and restored Richmond Reid Plantation buildings moved from the banks of the Yadkin River.
(www.threshers.com/farmpark)

Multi-Cultural Festival: This day-long festival includes culinary cuisine, music, and dance in five recreated villages featuring the Latino, Native American, African American, Asian and Pioneer cultures of Davidson County. Sponsored by the Lexington Parks & Recreation Department in early May each year at Finch Park, this festival is growing in popularity and attendance for county and area residents.
(www.lexingtonnc.net/recreation)

Christmas Open House: This event held annually on the Sunday before Thanksgiving in Historic Uptown Lexington, has quickly become a holiday tradition. Featuring horse-drawn carriage rides, photos with Santa and Mrs. Claus, musical performances, Victorian carolers and rides on the North Pole Express Train, attendees also explore the many unique Uptown Lexington specialty shops to find the perfect gift. (www.uptownlexington.com)

Old Time Square Dance: Held the third Saturday of each month in the Denton Civic Center, the square dance features regional bluegrass and old-time bands, clogging and flatfoot dancing as well as Appalachian-style square dancing. (www.geocities.com/dentondance/)

Fantastic July 4th Festival: This annual festival, sponsored by the City of Lexington Parks & Recreation Department at Finch Park, includes amusement rides and live musical entertainment. The highlight of the

celebration is a “Fireworks Extravaganza” at dark. (www.lexingtonnc.net/recreation)

Memorial Day Celebration: Held annually in downtown Thomasville, this is North Carolina’s largest Memorial Day celebration. The celebration includes a parade down Main Street with military leaders, POW’s, Purple Heart recipients, and military equipment. The event culminates at Cushwa Stadium with bands and military fly-overs.

Secondary Attractions: The following attractions could be considered as secondary anchor “place” and “event” attractions. Much like a shopping mall has anchor tenants around which smaller tenants cluster and develop cooperative working relationships, these secondary attractions complement the primary anchors and build mutually beneficial relationships.

Secondary Attraction Places:

- Beds and breakfasts
- Historic inns
- Recreational vehicle parks
- Arts United for Davidson County

Secondary Attraction Events:

- Groundhawg’s Day
- Summer Strolls
- Nighttime Activities in Uptown
- Tour de Kale

Strategy 5 – Develop New Assets

Several top-priority opportunities are available to expand the offerings of tourism attractions in the County. These potential places and events have arisen in different ways, some through this study process, some independently, and some have been in the developmental stages for several years. It is important that the County unite in its efforts to mobilize support for developing these attractions, as each will play an important role in generating a dynamic

offering of attractions to potential visitors. Potential new assets are listed alphabetically below. Detailed plans for the development of these new assets are beyond the scope of this report but will be essential in establishing a common vision and assembling necessary resources for project implementation. Some of the critical strategic ideas behind each potential new place asset are described below.

New Assets – Place Attractions:

- ALCOA / Tuckertown Park
- Barbecue Coupled with Music
- Barbecue Museum
- Boone’s Cave (interpretation and improvements)
- Multi-Purpose Complex
- Downtown Dining and Entertainment
- Interstate 85 and US 52 Anchors
- North Carolina Music Hall of Fame
- Thematic Trails

- Alcoa/Tuckertown Park: Plans for a possible Alcoa Park on Tuckertown Lake in southwestern Davidson County are described in detail in *Chapter 4 – Parks and Recreation Recommendations* above. In summary, an opportunity exists via the Federal Energy Regulatory Commission (FERC) re-licensing process for Davidson County to acquire a large site along Tuckertown Lake that is currently owned by ALCOA. If negotiations are successful, the Park will present a unique opportunity for expanding tourism in the southern part of Davidson County. The wide range of

potential recreational activities at the proposed park including boating, fishing, hiking, horseback riding and camping, coupled with the potential for privately-operated bed and breakfasts in the surrounding area and the nearby Camp Walter Johnson create an opportunity to build a critical mass of high quality outdoor recreation-based tourism assets in the southern portion of Davidson County.

- Barbecue Coupled with Music: A very interesting opportunity exists to couple live music with barbecue restaurants in the area. Music, especially traditional music such as bluegrass, blues and gospel complement the dining experience for visitors as well as local residents. There has been resurgence in interest in these forms of music. For example, MerleFest now draws more than 78,000 participants to North Wilkesboro including more than 100 artists and bands that perform on one or more of the festival’s thirteen

stages and annually produces a boost to the regional economy exceeding \$15 million.

(www.merlefest.org)

Restaurants interested in exploring this idea further can be directed to appropriate resources for locating performers such as Carolina Music Ways (www.carolinamusicways.org), the Piedmont Blues Preservation Society (www.piedmontblues.org), and radio station WPAQ in Mount Airy. Specific formats for presenting music should be determined by the restaurants themselves. For example, some restaurants may wish to hold performances indoors year-round while for others an outdoor facility, which operates only during selected months might be appropriate. It has been suggested that events could be chaired or organized by Arts United and hosted by local restaurants.

- Barbecue Museum: A study group has been exploring the potential for a museum devoted to the Lexington barbecue tradition. The project is in the conceptual stage and when complete its recommendations should be incorporated into the overall strategy for developing new tourism assets.
- Boone's Cave Park: The Park seems to suffer most from a lack of steady visitation, which in turn creates an atmosphere for abuse because few "eyes" are on the Park at any given time. There seems to be a general lack of knowledge or appreciation of the historical and cultural significance of the Park both locally and regionally.

In isolation, Boone's Cave Park will continue to struggle. A coordinated strategy is needed to make the Park the focal point of the early history of the Boone family in Piedmont North Carolina. The history of the early settlement of the Yadkin River Valley by English, Scots-Irish and German immigrants needs to be broadly interpreted to open doors for building strategic allies and funding and for expanding the visitor experience. Combined with the recreation improvements recommended in Chapter 4, the Park's tourism strategy should also include a strong public educational component, beginning with county residents, to help increase park visitation, build allies for preservation of the Park, and link the Park to related sites locally, regionally and nationally. For example, Salisbury where Boone traded, Mocksville where his parents are buried, the upper Yadkin Valley where Boone lived in various locations in his early days, the City of Boone his namesake, the States of Pennsylvania (his birthplace), Missouri (his last home) and especially Kentucky, where the legend of Daniel Boone has achieved mythic proportions. Boone's journey reflects a common path of many early residents of Davidson County and if interpreted creatively and energetically, can draw visitors from throughout the nation to Boone's Cave Park. Pursued strategically, the Park can be a major focal point for the preservation of frontier Piedmont North Carolina history. It matters little that we are uncertain that Boone himself visited Boone's Cave—the connection can and

should be established conceptually. Visitors can be referred to the Park through cooperative regional alliances with partners such as Old Salem, Town Creek Indian Mound, Horn in the West and Historic Hillsborough and Salisbury. Once the Park begins to achieve a critical mass of visitors, it can in turn serve as a catalyst for the development of additional attractions in Davidson County that interpret the lives and history of its residents, such as the African-American experience at Petersville and the German experience in many rural churches and cemeteries scattered throughout the County.

- Multi-Purpose Complex: Plans for a proposed multi-purpose complex consisting of a centrally-located sports facility and/or agricultural facility are discussed in detail in *Chapter 4 – Parks and Recreation Recommendations*. The tourism potential of such a complex could be very strong, by providing a high-quality venues for amateur sports tournaments, equestrian events, performances, a farmers' market, and arts co-ops. The possibility of attracting visitors for overnight stays and using the complex as a referral point or staging area for other area attractions and events such as cycling tours, trail rides, and music festivals should be fully explored if the complex becomes a reality.
- Downtown Dining & Entertainment: The continued revitalization of downtown Denton, Lexington and Thomasville is critical to a successful tourism development strategy. Specific strategies should focus on

creating unique dining and entertainment experiences for visitors in addition to the barbecue/music combination discussed previously. For example, moderately upscale restaurants should be established to offer a variety of unique visitor experiences and should be coupled with arts and crafts galleries, performances at downtown facilities, and unique shops to create a positive image attractive to visitors.

- Interstate 85 and US 52 Anchors: Davidson County is very fortunate to be served by modern, high-capacity Interstate standard highways. Interstate 85 and US 52 regularly bring a very large flow of traffic through the County. Over 54,000 cars per day travel past the intersection of NC 109 and I-85 near Thomasville. Interstate 85 is the primary route between Washington DC and Atlanta, shuttling a never-ending stream of people and their disposable income through Davidson County. These travelers represent a market that can be readily tapped in multiple ways. The County should move aggressively to recruit retailers that can serve as magnets for attracting visitors and their dollars, as well as a means for channeling visitors through a system of referrals to other attractions in the area. Because of the high volume of traffic and potential customers, it is likely that private business will be eager partners. For example, Cabela's (www.cabelas.com) is a large retailer of outdoor equipment but does not have a strong presence in the Southeast. The nearest stores appear to be in Wheeling, West

Virginia and Gonzales, Louisiana. A store of this type and magnitude on I-85 or US 52 could help to establish the identity of Davidson County as an outdoor destination. Similarly, Country Curtains (www.countrycurtains.com) has a strong presence in the Northeast but not the Southeast. Well-known through its catalog business, the presence of a visible store on I 85 or US 52 could reinforce the image of Davidson County as a home accents and furnishings center. These are merely hypothetical examples—the opportunities are limitless.

Davidson County could also capitalize on its high profile location by working with State and Federal leaders to develop anchor facilities that serve the traveling public. Some examples of public partnerships that come readily to mind are the very impressive Tamarack center near Beckley, West Virginia (www.visitwv.com/tamarack.cfm) as well as North Carolina's five Farmers Markets (www.ncagr.com/markets/facilit/farmark/).

- North Carolina Music Hall of Fame: Over the past five years, the North Carolina Music Hall of Fame Board has explored multiple potential opportunities to secure funding and a possible site for the proposed museum. The Board has collected extensive memorabilia covering

artists in several music genres including jazz, blues, blue grass, opera, rock and roll and beach music. In addition, the Board has compiled a list of over 270 well-known artists, composers and producers with roots in North Carolina and conducted a series of inductions including Kay Kyser from Rocky Mount, Ronnie Milsap from Robbinsville, Loonis McGlohon from Charlotte, Victoria Livengood from Thomasville and Billy Scott from Charlotte.

- Thematic Trails:
 - NASCAR - coordinate RCR with nearby Petty, Roush, Labonte and Mooresville area
 - Barbecue/Southern cuisine
 - German heritage
 - African-American heritage with Petersville as the hub
 - Furniture
 - Yadkin Valley Wine
 - Civil War Trail
 - Trading Path (www.tradingpath.org)
 - Underground Railroad (www.nationalgeographic.com/railroad)
 - Boone's Path to Kentucky
 - Art Galleries & Studios including Essick, Arts United, Timberlake and local artists and craftsmen. Model after the highly successful arts/crafts trails developed by Handmade in America in Western North Carolina_ www.handmadeinamerica.org

Potential New Asset Events:

- Lake-based festival
- Two-day Barbecue Festival
- Two-day Everybody's Festival
- Spring festival – "Art in the Vineyard"
- Piedmont frontier festival
- German history conference
- Furniture festival
- Hairston Reunion satellite events
- Geocaching (www.geocaching.com)

Strategy 6 – Protect Private, Sensitive or Endangered Resources

Certain resources are not appropriate to develop or market to visitors, either because they are not well-equipped for visitation or because they are very sensitive. Examples include historical cemeteries in rural areas or events that are essentially private such as the Hairston Reunion and other family gatherings. While a full discussion of this topic is beyond the scope of this report, the need to protect and recognize the importance of these resources is very important.

A plan should be devised for protecting historic cemeteries as well as tapping into the potential to establish Davidson County as a location for events or satellite events for large gatherings such as the Hairston Reunion, which draws an estimated 5,000 annual visitors from around the country to its host community. These visitors' needs for overnight accommodations, meeting spaces and dining facilities can be best served by working proactively with the sponsors of these events to create a welcoming and positive atmosphere.

Strategy 7 – Research Opportunities (“Diamonds in the Rough”)

Several opportunities are present to develop tourism assets that have possibly been overlooked or whose potential for attracting visitors is not well-recognized. This is often the case simply because the roots of these resources may have occurred very long ago or because they are so ever-present that they are not viewed locally as being of relevance or of value to visitors.

Some examples of “diamonds in the rough” are provided below that may have strong appeal to people in other communities. The focus of this strategy should be on discovery, research, education and interpretation.

Piedmont Frontier Heritage – Native American Culture, Early European Settlement, and the Boone Family Legacy:

It might come as a surprise to many local residents, and certainly to many visitors, that at one time the upper Yadkin River Valley was America’s frontier. It was a wild and untamed wilderness and the Native American history is fascinating. The archaeological resources from this era in the region are world-class and include sites such as Hardaway in nearby Stanly County and Town Creek in Montgomery County. Early exploration and European contact with Native Americans is chronicled in John Lawson’s Journey (1701) and describes the land in and near Davidson County before European settlement began in earnest in the 1730s. Because our region is often marketed and schoolchildren are taught to view our region as an “industrial dynamo”, its early cultural roots have been largely

under-appreciated. This feature of the region and its unique cultural assets may have strong appeal to visitors from other areas.

- European visitors are very interested in Native American culture and often list it as their top interest
- A strong link could be established with Philadelphia because this was the origin of most of the early German settlers of Davidson County. Immigrants arrived from Europe, often sailing from Rotterdam Holland and arriving in Philadelphia. Land soon became scarce in Pennsylvania and settlers began traveling down the Great Wagon Road from Philadelphia through the Shenandoah Valley and into the Upper Yadkin Valley. A visit to Bethany, Pilgrim or Jersey church cemeteries brings the German influence into sharp focus. Many Americans of German descent from throughout the nation can trace their family lineage to Davidson County. This is a tourism market waiting to be captured if marketed strategically through genealogical media or perhaps through the national publications of the Lutheran and Reformed churches.
- The Boone Family emigrated from Pennsylvania into the Upper Yadkin Valley and settled near present-day Mocksville around 1750. Daniel Boone’s parents, Squire and Sarah Boone, are buried in the Old Joppa Cemetery in Mocksville. The Boone family were English Quakers. Local lore has it that the Boone Family spent their first winter on the far shore of the Yadkin River in Davidson County at Boone’s Cave.

Although it might be difficult to establish this fact historically, the Park should seize the initiative and begin a major effort to interpret early Yadkin frontier history at the Park through exhibits, workshops and activities. With greater understanding and appreciation of its history, the Park will be less susceptible to vandalism and abuse. Because the early settlement of the States of Kentucky and later Missouri was by settlers from the upper Yadkin Valley, and because the Boone legacy is more strongly recognized and marketed in these states, Davidson County may wish to develop strategic partnerships with these areas.

African-American Settlement and Legacy: The history and heritage of African-American communities in Davidson County is inspirational and provides an excellent foundation for building an interesting tourism attraction. The community of Petersville in western Davidson County has a particularly interesting history and its local leaders are deserving of the County's full support in their efforts to interpret the history of their community. The direct ties of this community to the Hairston Family and the largest African-American family reunion in the United States represents an excellent tourism opportunity for Davidson County as well

as a strategic avenue for positive image-building at the national level.

Southern Cuisine: Although barbecue is king in Davidson County, it is not alone in offering the potential for an interesting visitor experience. The many excellent southern style eateries in the area could, with some imagination and creativity, team with barbecue restaurants and free-lance cooks to offer insight into the culture of the Piedmont and its many indigenous culinary delights and food traditions.

Agritourism: Davidson County's rich agricultural heritage and rural character can serve as a valuable resource in attracting visitors. Rural communities across the country are using agritourism



efforts to strengthen and diversify the local economy while simultaneously providing practical ways to preserve and support family farms. The North Carolina Department of Agriculture and Consumer Services provides farm owners with information about the development of agritourism attractions (www.ncagr.com/agritourism/). The McCoy Dairy in Cove City, NC provides an excellent example of an enterprising family using agritourism strategies to preserve the family farm and grow their business (www.adayatthefarm.com).

Strategy 8 – Develop Networks, Alliances and Partnerships

It would be very difficult for any single agency or group to successfully tackle all of the issues and projects that will be necessary to support and foster a flourishing tourism industry in Davidson County. The good news is that there are many partners and allies who can assist. Finding areas of mutual benefit

and common ground will be the key to success. For example, Old Salem could serve as a mentor to Davidson County in presenting its history, especially its religious history. In turn, Davidson County could serve as a strategic partner to Old Salem by providing it with a “window” on Interstate 85.

At The Local Level

Create Local Networks: Many local entities have common interests and can benefit by working together as a team to develop and promote tourism. In some cases, groups have already been formed and are currently working together. A specific focus on attracting visitors should be included in their deliberations.

- Barbecue Restaurants
- Bridal Market
- Churches and historic cemeteries
- Home furnishings
- Vineyards
- Artists and craftsmen
- Racing
- Outdoor sports - hunting and fishing
- Agri-tourism sites
- Festivals and events
- Team sports

Create Local Linkages: The drawing power of existing and new tourism attractions can be strengthened by developing interesting and creative connections. Some of these links will be physical and exist on the ground, while others will be conceptual and exist in the mind of the consumer.

- Physical Trails and Corridors:
 - Boone’s Cave to Wilcox Bridge and the Grants Creek Greenway

- Timberlake Galleries to Childress Vineyards via Uptown Lexington corridor with directional signs and referral points
- Scenic Byways, such as NC 49 and other scenic driving routes connecting regional resources such as the Uwharrie Mountains
- Conceptual Trails:
 - Thematic Trails
 - Referrals among attractions that share common visitor interests or characteristics such as crafts and home furnishings, or barbecue and vineyards.

Identify and Cultivate Relationships with Local Strategic Partners: The Davidson County Tourism Development Partnership can serve as a central coordinating and networking body to ensure that potential collaborators are kept current with information, shared interests are identified and positive working relationships are maintained. The following are key strategic partners who will form the core of the tourism team at the local level:

- Davidson County government
- City of Lexington
- City of Thomasville
- Town of Denton

-
- Town of Wallburg
 - Town of Midway
 - Davidson County Economic Development Commission
 - Davidson County Historic Museum
 - Davidson County Community College
 - Denton Chamber of Commerce
 - Davidson Vision
 - Lexington Chamber of Commerce
 - Lexington Historical Commission
 - Lexington Tourism Authority
 - North Davidson Chamber of Commerce
 - Tourism Recreation Investment Partnership
 - Thomasville Chamber of Commerce
 - Thomasville Historical Commission
 - Thomasville Tourism Commission
 - Uptown Lexington
 - Arts United
 - Recreation departments of Lexington, Thomasville and Davidson County
 - Clear Lake Water Ski Association
-

At the Regional Level

Create Regional Networks: The County must reach out beyond its borders to entities in the surrounding region that have common interests and can be mutually beneficial in developing and promoting tourism. In some cases, groups have already been formed and are currently working together. A specific focus on attracting visitors should be included in their deliberations.

- Home furnishings, for example, by working in conjunction with High Point and the International Furniture Market and Seagrove potteries.
- Motorsports, by working in conjunction with Charlotte, Mooresville, Cabarrus County, Randolph County, Rowan County,
- Railroad heritage, such as Spencer Shops, Historic Salisbury & Hamlet
- Textiles in conjunction with the surrounding region
- Sports such as regional associations that together could combine resources to attract and host major tournaments or events such as the Special Olympics

- The Central Park concept, by working in conjunction with the Yadkin Pee Dee Lakes Project
- Interest groups such as water skiing, cycling or equestrian associations
- Arts organizations and communities in surrounding region such as Salisbury, Winston-Salem and Seagrove
- Yadkin Valley Viticultural Area

Create Regional Linkages: The drawing power of existing and new tourism attractions can be strengthened by developing some interesting and creative connections across the region. Some of these links will be physical while others will be conceptual.

- Physical Trails and Corridors:
 - NASCAR corridor from Charlotte to Davidson County along I-85
 - Connect greenways regionally in Rowan, Forsyth, Randolph and Guilford Counties
 - Civil War Marker Trail
 - Regional Cycling Trail
 - Homegrown, Handmade / NC Arts Council Trails

-
- Davidson County as the southern gateway of Yadkin Valley Viticultural Area
 - Pottery Trail
 - Yadkin River Trail
 - Yadkin Pee Dee Project / Central Park
 - Conceptual Trails:
 - Southern Textile Mill Village Corridor
 - American Revolution “Race to the Dan” Trails
 - Home furnishings
 - Motor sports
 - Heritage

Identify and Cultivate Relationships with Regional Strategic Partners:

The Davidson County Tourism Development Partnership can serve as a central coordinating and networking body to ensure that potential collaborators are identified and that positive working relationships are

forged. The following are key strategic partners who will form the core of a tourism team at the regional level:

- Piedmont Triad Partnership (www.piedmonttriadnc.com)
- Piedmont Triad Host
- Yadkin Valley Host / Craft Guild
- Yadkin Valley Winemakers’ Association
- Yadkin/Pee Dee Lakes Project (www.lakesproject.org). The Lakes Project has recently announced a reinvigorated effort to implement the “Central Park” strategy referenced in its 1994 strategic plan.
- Carolina Musicways (www.carolinamusicways.org)
- On The Vine Magazine (www.onthevine.net)
- Piedmont Craftsmen
- Yadkin Valley Living magazine
- Davidson County FOCUS magazine
- Homegrown/Handmade / NC Arts Council

At the State Level

Create State Networks: The County must reach out beyond its borders to entities throughout the state that have common interests and can be mutually beneficial in developing and promoting tourism. In some cases, groups have already been formed and are currently working together.

- North Carolina Winegrowers’ Association (www.ncwinegrowers.com)
- North Carolina Grape Council
- North Carolina Pork Council
- Motor sports
- Sports advocates and sponsors

Create Statewide Linkages: The drawing power of existing and new

tourism attractions can be strengthened by developing some interesting and creative connections across the state. Some of these links will be physical while others will be conceptual.

- Physical Trails and Corridors:
 - Trading Path
 - Civil War Trail (www.visit.nc.org/civil_war/main.html)
 - Revolutionary War Trail
 - Carolina Backcountry Revolutionary War Alliance
 - Motor Sports
 - Homegrown/Handmade
- Conceptual Trails and Corridors:
 - NC Barbecue/Slow Food Center
 - Immigration & Settlement Heritage Conference

Identify and Cultivate Relationships with Statewide Strategic Partners:

The Davidson County Tourism Development Partnership can serve as a central coordinating and networking body to ensure that potential collaborators are kept current with information, shared interests are identified and positive working relationships are forged. The following are key strategic partners who will form the core of the tourism team at the state level:

- North Carolina Division of Tourism, Film and Sports Development_ www.visitnc.com and www.nccommerce.com/tourism including Welcome Centers

- North Carolina Association of Convention and Visitors' Bureaus www.visit.nc.org
- North Carolina Travel and Tourism Coalition www.ncttc.com
- UNC-Greensboro Department of Parks, Recreation and Tourism_ www.uncg.edu/rpt
- NCSU Department of Parks, Recreation and Tourism Management www.cfr.ncsu.edu/prtm
- State legislative delegation
- North Carolina Arts Council
- Appalachian State University Dept. of Parks and Recreation
- UNC-Charlotte Urban Institute
- North Carolina Main Street Center www.ncdca.org/mainst/

At the National and International Levels

Create National and International

Networks: The County must reach out beyond its borders to entities throughout the country and the world that have common interests and can be mutually beneficial in developing and promoting tourism. In some cases, groups have already been formed and are currently working together.

Create National and International

Linkages: The drawing power of existing and new tourism attractions can be strengthened by developing some interesting and creative connections across the nation. Some of these links will be physical while others will be conceptual.

- Conceptual Trials:
 - Underground Railroad
 - Great Wagon Road

Identify and Cultivate Relationships with National and International

Strategic Partners:

The Davidson County Tourism Development Partnership can serve as a central coordinating and networking body to ensure that potential collaborators are kept current with information, shared interests are identified and positive working relationships are maintained. The following are key strategic partners who will form the core of a tourism team at the national and international levels:

- NASCAR and other motor sports
- Lutheran and Reformed Church national organizations
- States of Pennsylvania, Kentucky and Missouri (Boone; Great Wagon Road, Wilderness Road)
- National legislative delegation, particularly Senators Burr and Dole, and Representatives Coble and Watt
- Federal Energy Regulatory Commission (High Rock Lake)
- Fishing - Bassmasters
- Home Furnishings Association

Strategy 9 – Identify, Develop and Cultivate Markets

There seem to be two general schools of thought on attracting visitors. One says *“If you build it, they will come”*. In other words, if a community has a good base of resources, visitors will eventually find them. While there may be some truth to this assumption, it relies a great deal on faith and optimism. Another school of thought says *“If you know your market, you can then develop the resources that will bring visitors and their dollars to your community”*.

Nothing can be more important to a successful business initiative than understanding the

customer it wishes to attract and their wants, needs and buying habits. Tourism by definition involves reaching out to potential visitors beyond the borders of the community and attracting them to visit Davidson County. Without these external markets tourism would not be considered an economic development strategy. There must be a conscious strategy to attract visitors and to encourage spending by these visitors.

One of the major challenges facing Davidson County lies in answering five basic tourism development questions:

1. Does the County want visitors?
2. If so, how many?
3. Who are they?
4. What are their likes and dislikes?
5. How do we get them here?

If Davidson County can gain a razor sharp focus on its answer to these questions, it can achieve great success.

While a great deal of information has been uncovered within this study process, the answers to these critical questions are not yet clearly defined. To achieve the sharp focus that will be needed, leaders will need to step forward, to deal with some potentially sensitive issues and encourage the county to envision, embrace and implement positive change.

A full-scale marketing study is beyond the scope of this study and can best be conducted by a qualified marketing firm. However, outlined below are basic observations on

the markets that Davidson County could potentially draw – if it is willing to think boldly and aggressively about the future.

Potential Market Assumptions:

According to the Department of Commerce North Carolina was the sixth most visited state in the nation in 2015 and generated \$21.9 billion in revenue. There are 11.3 million people within a three-hour drive (i.e. 150 miles) of Davidson County and the I-85 corridor carries an average of 77,000 vehicles per day at its intersection with US29/70. Given these positive factors, new market assumptions are needed to guide successful tourism development strategies in Davidson County:

- Serve national and international populations
- Expect an overnight stay
- Expect visitors to spend considerable amounts of money on tourism services such as hotels and restaurants and on local products

Nothing can be more important to a successful business initiative than understanding the customers it wishes to attract and their wants, needs and buying habits.

such as art, crafts, furniture, antiques, wine, and memorabilia

- Recognize that there are many people leading many different types of lives in the nation and world, but who might like to visit Davidson County if greeted with a welcoming message and open doors.
- Build a positive vision of Davidson County by emphasizing the desirability of Davidson County as an alternative that provides value in the lives of visitors.
- Offer the basic values of Davidson County to the rest of the world as a desirable alternative.
- Reach out aggressively and strategically to:
 - People who live in fast-paced congested urban areas by emphasizing Davidson County's relative, safety slower pace and lack of congestion
 - Younger professional people in metropolitan areas by

emphasizing the County's authenticity, solitude and natural environment

- People of different geographic origins and cultures who have moved to Charlotte, Raleigh, Atlanta, etc. from throughout the nation and world by emphasizing the County's unique history, culture and traditions
- Those throughout the world who have grown disdainful of mass produced goods and who would value the County's strong work ethic and its emphasis on quality by marketing locally-produced and well-crafted goods
- Retiring baby boomers and other specific demographic groups who constitute a major market and who may wish to relocate to Davidson County to open small businesses.

Chapter 7: Implementation Recommendations

Introduction

This master plan will only be beneficial to Davidson County if it is seen as a *starting point* rather than as a conclusion. An active program of implementation should be established immediately upon acceptance of this plan. A key element of success will be the formation of an implementation team that will develop priorities and outline detailed action plans for these selected top-priority projects and initiatives. This team should include representation from a broad cross-section of county recreation and tourism interests to advocate for and pursue implementation of the plan, including representatives from the following entities:

- Tourism Development Partnership

- County Parks and Recreation Commission
- County School Board
- County Economic Development Commission
- Municipal Chambers of Commerce
- Municipal Recreation Commissions
- Municipal School Boards
- Municipal Tourism Authorities.

Team members may form sub-committees to address individual issues and projects such as the master planning of a countywide greenway system, the acquisition of land and development of parks sites, and the establishment of partnerships with other tourism agencies in the region and state.

Implementation of Parks and Recreation Recommendations

The parks and recreation portion of the master plan provides specific and detailed recommendations for the design and physical expansion and improvement of existing county parks and for the proposed creation of new parks and recreation facilities. In addition, recommendations are provided for the structure and administration of the County Parks and Recreation Department and for the funding of this wide range of potential system improvements over the next 25 years.

The County's Parks and Recreation Commission and its Department must play a strong leadership role in the implementation of several key recommendations. However, many recommendations will more likely be

implemented through the building of broad based, countywide support and partnerships with multiple entities in both the public and private sector.

Primary emphasis in the first few years of plan implementation should be placed on the establishment of these partnerships in conjunction with active grant writing, the identification of potential park sites, discussions and negotiations with land owners for the acquisition of land, easements or leases, and the development of master plans for top-priority projects. Once this crucial foundation is laid the county and its multiple partners can focus more on the long-range implementation of park site and greenway master plans.

Implementation of Tourism Development Recommendations

Because the tourism development portion of the master plan recommends few “bricks and mortar” projects on the part of the public sector, the framework for implementation is flexible. In many respects, the primary focus of implementation will be on advocacy, teambuilding and promotion, rather than physical construction. There are multiple paths that could be taken to implement the plan’s tourism development recommendations. Priorities should be established based on local values, interests and resources. It is not necessary that implementation occur according to a linear sequence of events. Rather it is recommended that implementation proceed simultaneously across many fronts. A suggested course of action is provided below for discussion purposes, though tourism development priorities will ultimately be established by the recommended implementation team.

Phase 1 – Immediate

- Increase capacity of the Davidson County Tourism Development Partnership staff by supporting grant-seeking, promotion and project management capabilities.
- Begin website enhancements and expand use of information technology
- Begin a robust educational program designed to promote awareness of tourism benefits internally
- Initiate public relations program
- Develop and disseminate a positive overall “story” for Davidson County

Phase 2 – 2016-2020

- Initiate a hospitality training program at Davidson County Community College
- Begin an aggressive program of downtown revitalization
- Develop furniture-related anchor attractions and a thematic furniture trail

Phase Three 2020 and Beyond

- Develop State and Federal support for a major anchor attraction on Interstate 85

APPENDICES

APPENDIX A – A Brief Summary of Davidson County History
APPENDIX B – Historic Resources of Davidson County
APPENDIX C – Assessment of Existing Davidson County Parks
APPENDIX D – Population Ratio Recreation Facility Standards
APPENDIX E – Recreation Facility Design Standards
APPENDIX F – The Davidson County Parks and Recreation Survey
APPENDIX G – Resolution Supporting Master Plan Recommendations
APPENDIX H – Background Information - FERC Relicensing Process
APPENDIX I – Existing Tourism Assets in Davidson County
APPENDIX J – Tourism Statistics for the Piedmont Triad by County
APPENDIX K – Existing Recreation Assets in Davidson County
APPENDIX J -- 2013 Update

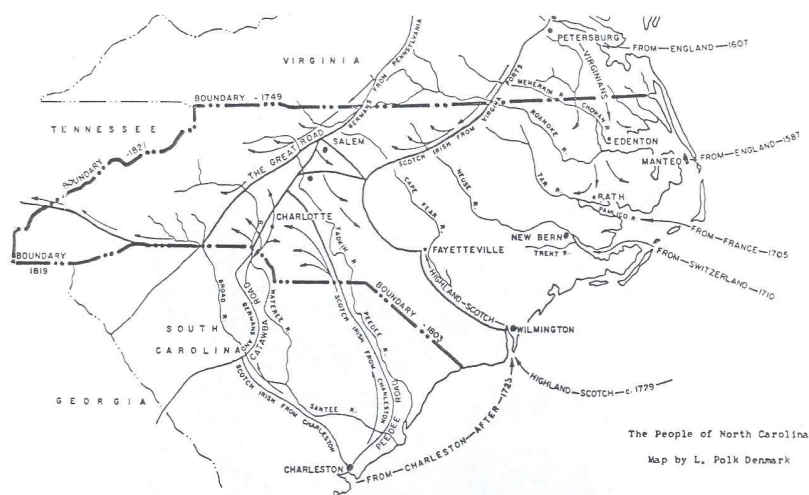
APPENDIX A – A Brief Summary of Davidson County History

Davidson County is rich in history from its early occupation by the Saponas tribe to the melting pot of settlers originating from Europe. However, many Davidson County communities and buildings from the 18th and 19th centuries, like Yadkin College, Newsom, and Browntown, are now gone. When these landmarks vanished, so did interesting, remarkable, and unique features of Davidson County. Unfortunately, once these landmarks are gone, they cannot be replaced. It is easier in hindsight to look back and wish that more measures had been taken to protect these historical assets, but the reality is that the county must proactively pursue protection of historical resources now if there is to be any hope of protecting them for the future. Historic districts add character to the community and provide a sense of community pride in taking care of and preserving the best of what we have. Decisions concerning notable buildings from this century also need to be made, so that steps may be taken to preserve those for future generations. Finally, some thought should be made toward providing enticements for new buildings that will add character and distinction to the county.

Prior to the 1700's, the only Indian tribe of size or significance described in actual occupation of what is now Davidson County was the Saponas Tribe. The main Saponas village and trading fort was thought to be located on the eastern side of the "Great Saponas" River, now known as the Yadkin. High Rock Lake now covers the village site (*Historical Gleamings of Davidson County, NC by the Heritage Research Committee of the Davidson County Bicentennial Committee, printed in 1977*). The Saponas migrated eastward and then northward in the early 1700's, and for the next several decades, the area was thought to be mainly used as hunting grounds for nearby tribes of Indians.

White settlers first began to arrive in the 1740's and 1750's. All early settlements built a meeting-house as soon as possible and the communities grew up around a church.

The first settlers were Germans, English, and Scotch-Irish who migrated down from Virginia, Maryland, and Pennsylvania via "The Great Road" to the Yadkin River Valley region. Even though Eastern North Carolina had many established settlements and cities, few eastern North Carolina residents ventured west of the Cape Fear River.



Farm were small to medium self -sustaining farms. Very few of the farms had slaves – most were too small and typically produced only enough to sustain their own families. Settlers were described as thrifty and hard-working.

Cultural History of Davidson County



Early Folk Art and Cabinetry History: Early Davidson County residents were skilled craftsmen whose work was primarily confined to practical endeavors. Early folk art survives in the form of hand carved furniture and decorative in-lays that can be seen in the chimneys of older homes. However, the most notable craftsmanship can be seen in carvings on gravestones in the area. Of all the immigrants to the Piedmont area of NC, the Germans produced the most visually recognizable decorative art, and their folk art survives in gravestone carvings. Some of the older cemeteries in the county include Pilgrim (1757), Becks (1787), Beulah (1788), St. Lukes (1788), Bethany (1789), Emanuel, (1813), Abbotts Creek (1755), and Jersey Baptist (1756). These cemeteries have the best representational folk art gravestone carvings in NC. The designs on many of these early gravestones are pierced or cut through the stone. No pierced grave markers are known to exist outside

of Davidson County (*An Architectural History of Davidson County*).

It is believed that the makers of these stones were a group of early Davidson County cabinetmakers known as the Swisegood School from the Browntown/ Abbotts Creek area of the county. Some of the pierced gravestones remain in good shape despite the fact that they are carved from soapstone, a soft rock containing talc that could be easily carved with a knife. Others have been damaged by vandalism and careless mowing practices.

By 1765, there were six small and thinly settled communities within what is now Davidson County:

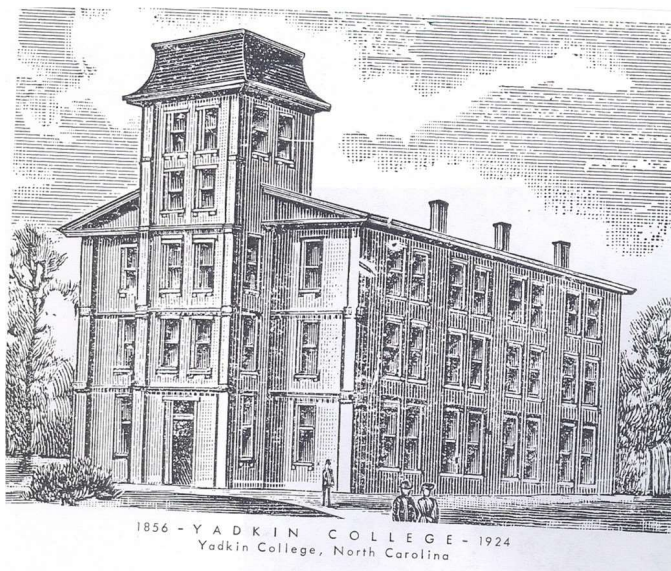
- Jersey Settlement – Located along the banks of the Yadkin River in the present Cotton Grove Township. Established by Scotch-Irish who immigrated from New Jersey via the Shenandoah Valley region of Virginia. Jersey Baptist Church was established in 1755.
- Abbotts Creek – Located in Northeast Davidson and settled in the early 1750's and the Baptist church was established in 1753. Early settlers included Germans, English, and Irish who immigrated from Maryland and Pennsylvania.
- Leonhardt's (Leonard's) Church - Now known as Pilgrim was established in 1753 between Abbotts Creek and Leonard's Creek. This area was settled by German Lutherans and Reformeds from Pennsylvania.
- The community of Friedburg – Located in the extreme northwestern corner of the county was settled by German Moravians who immigrated from Maryland around

1754. This community was established primarily because of the proximity to the already established Moravian communities of Bethania and Bethabara to the north. The county's first school was established at Friedburg in 1770.

- Becks Church – Located a few miles south Pilgrim was established by German Lutherans and Reformeds around 1765.
- Fredericktown - A another German settlement in the northern part of the county established in the 1760's. Fredericktown was later called Possumtown, and now goes by the name of Bethany. The first Bethany church was German Reformed and Lutheran (union church).
- Other early churches in Davidson County include: Lick Creek Baptist (1787), Beulah (Sauers) Reformed (1788), St Luke's (Sandy Creek) in Tyro (1790), Pine Woods Friends, now Methodist (1795), Emanuel Lutheran & Reformed (1813), First Presbyterian in Lexington (1827), New Friendship Baptist (1827), Fairgrove Methodist (1828), Liberty Baptist (1828), Greer's Chapel (Old Chapel) Methodist 1828, Canaan Methodist (1831).

Other Early Communities in Davidson County:

Yadkin College – area settled in 1770 by a Pennsylvania German settler named Frederick Walser. He established a church and a school. In 1852, one of his descendents, Henry Walser, decided that the region needed an institution of higher learning. He donated land, \$500, and he himself set to work building a kiln and making bricks. The college was opened in 1856 as Yadkin College, a Methodist institution. This was one of the area's first colleges and was, for years, a primary establishment of higher learning in the area. In the early 1860's, more than three-quarters of the students volunteered for the Confederate Army, so the school closed and was used as a storage house for tobacco. The school reopened in 1867 but had been vandalized during the war years. Leaders restored the school. In 1878, Yadkin College became one of the first coeducational colleges in the South.



In 1881, the college completed an impressive new building - 5 story tower, 92 windows, classrooms, auditorium, and a library. The new building was one of the most outstanding college buildings in the state. Financial burdens began to take a toll on the school, however, and in 1924, Yadkin College closed. Some years thereafter, the county declared the building unsafe, and demolished it.

In 1875, the Town of Yadkin College was incorporated with approximately 150 permanent residents. Many fine homes were located in the Yadkin

College community. Architectural records show about 15 large homes built in the 1850's – 1870's still standing, with about half in need of restoration. All homes are in private ownership.

Browntown – community in Northeastern Davidson County incorporated in 1843 with a population of about 800 (*Building the Backcountry, An Architectural History of Davidson County*, 1987), making the community almost as large as Salisbury (population of 1080) and Charlotte (population of 1060). Note that at this time, Lexington had a population of somewhere around 300, and Thomasville was not yet incorporated, so Browntown would have been one of the largest settlements in the county, and one of the top 15-20 largest in the state in the mid 1800's. Some of the county's earliest and best known cabinetmakers were from the Browntown community and these cabinetmakers were thought to be responsible for early folk art carvings on gravestones within the county. Browntown was located on an early road between Salisbury and Guilford Courthouse. However, in 1849, the famous plank road was built between Fayetteville and Salem, and it bypassed Browntown to the east. Without direct roads, the town slowly died. Today there is no visible location of the town.

Newsom – located in the southwest corner of the county, this area was first settled in the 1770's by a landowner named Nixon Newsom. The area grew when the Winston-Salem southbound railway came to the area in 1908. By the early 1910's, the town boasted a post office, a railroad (passenger) depot, 2 general stores, a factory, a lumber mill and a quarry. The town existed for about 50 more years until the completion of the Tuckertown Dam in 1963 flooded most of the area previously known as Newsom. Few remnants remain -- said to be only a few brick footings sometimes visible at the edge of the lake.

Just north of Newsom was the hamlet of **Bain** which at one time consisted of stores, a post office, a cotton gin, and a saw mill. There are no visible remnants of Bain today.

Arnold was a crossroad community on the main road between Winston and Lexington. Between 1888 and 1901, the community had a post office, a large general store, and numerous residences. In 1890, a 3-story tobacco factory was built in Arnold, competing with the other large tobacco factories in Durham (Duke) and Winston (Reynolds). The business closed in the early 1900's, and Arnold ceased to be a thriving community in about 1915 when the new highway linking Lexington and Winston (US Hwy 52) was built and bypassed the community. Locals generally consider Arnold to now be part of the Welcome community.

Conrad Siding, later known as **Jimes**, later known as **Lake**, was settled by the Conrad family in the area between Lexington & Thomasville. The settlement had a post office established in 1881, a railroad stop, telegraph office, a school, and a general store. The post office closed in 1914 and the community began to lose its nucleus. Today there is a road named "Lake Road" that runs through that general area and named for the former village. There are no visible remnants of the village.

Healing Springs – the earliest post office in southern Davidson County was established in 1834 in Healing Springs. Indians were said to have used the waters from these “healing springs” to cure ailments. Around the time of the revolutionary war, white settlers flocked to the area for the healing waters. The area attracted numerous visitors between the 1840’s and the early 1900’s. Early visitors tell of a tavern and cabins to serve the needs of visitors to the springs. The only visible remnants of Healing Springs “resort” today are several rock shelters.

Yadkin River Crossings – In 1868 map of Davidson County shows nine ferries or bridges crossing the Yadkin River to the west (not including the railroad bridge). Early crossings (from north to south) included

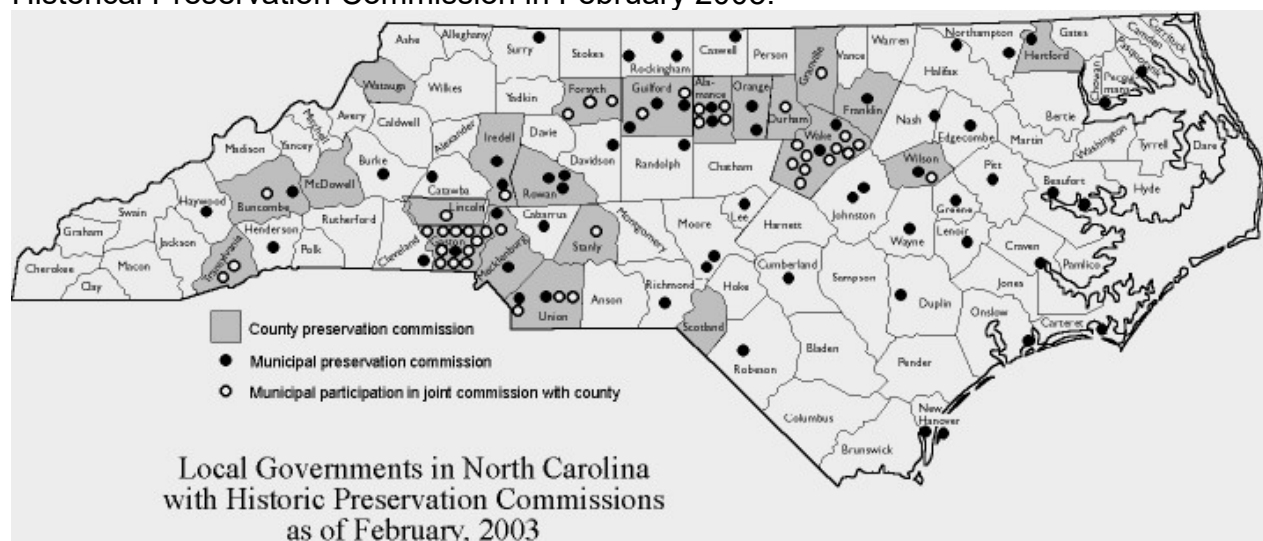
- Fultons Ferry in Yadkin College
- Clicks Crossing – vicinity of the Tyro community
- Point Ferry – where the South Yadkin River joins the Yadkin River
- Browns Ferry – approximately 2 miles north of the railroad
- Looks Bridge – about 1 mile north of the railroad
- Another ferry less than a half mile south of the railroad bridge (not named on map)
- Trading Ford – near where Potts Creek empties into the Yadkin River
- Hicks Ferry – just south of where Swearing Creek joined the Yadkin River
- Stokes Ferry – right at the Montgomery County line.

Today there are only five access bridges crossing the Yadkin – US Highway 64, US Highway 29, Interstate 85, Bringle Ferry Road, and Highway 49.

APPENDIX B – Historic Resources of Davidson County

Historic Preservation Commissions: Local historic preservation commissions are among the most effective means for promoting sustained historic preservation initiatives in our towns and counties. In North Carolina, the creation of such commissions is a local option authorized and governed by **G.S. 160A-400.1-400.14**, which enables local governing boards to establish commissions to study and recommend designation of local historic districts and landmarks. Commissions are appointed by the local governing board and operate in strict adherence to procedures and standards required by the enabling legislation.

Over eighty historic preservation commissions are active across North Carolina. The City of Thomasville established the Thomasville Historic Preservation Commission in 1999. In 2004 Thomasville became the first municipality in North Carolina to be named a *Preserve America Community*. *Preserve America* is a White House initiative to encourage and support community efforts for the preservation and enjoyment of our nation's priceless natural and cultural heritage. The City of Lexington established a Historical Preservation Commission in February 2005.



Once a community has a preservation commission, they may then also become a Certified Local Government (CLG) to increase the opportunity for federal and state grant assistance for historic preservation efforts. Grant money is available for architectural surveys, identification of eligible properties, historic rehab, and writing of local ordinances. Because of tight budgets, governmental grant money for historic preservation efforts is realistically only available to CLG's and even then the process is extremely competitive. The NC State Historic Preservation Office (SHPO) has approximately \$70,000 (total) in grant money available each year. To be eligible for grant money, each CLG must put up a minimum 40% match. Thomasville became a CLG in 2001. Given this competitive atmosphere for state and federal historic preservation grant money, it is notable that the City of Thomasville has obtained four state grants in the past four years. These grants have enabled the City to conduct a comprehensive architectural survey identifying nearly 600 historic structures in the City.

Grants have also enabled Thomasville to prepare updated design guidelines for local historic districts and landmarks, and to prepare a historic district nomination for 25 acres and 90 properties in the downtown Thomasville area for inclusion in the National Register of Historic Places. The City's nomination was recently approved by the National Register Advisory Committee and should be included in the National Register by the US Department of Interior in the summer of 2005.

In 1982, the State Historic Preservation Office completed an architectural survey of Davidson County. The results of the survey were published in 1987 in a book entitled *Building the Backcountry, An Architectural History of Davidson County*. Similar surveys were completed in 57 other NC counties until the state budget crisis in the early 2000's cut much of the program funding. State grant money for historic preservation has also been slashed, and only CLG's are eligible to apply for the limited grant funds. The City of Thomasville has a better and more complete survey thanks to work completed under its 2003 grant. However, survey information for the remainder of the county is outdated. The SHPO estimates that an updated county-wide survey would cost between \$25,000 and \$30,000.

The State Historic Preservation Office shows that Davidson County has received just over \$117,000 in historic preservation grant funds since the early 80's – far less than the average of \$284,000 per county seen across NC. Most of the grant money went toward the publication of the architectural survey and for restoration work on the old Davidson County Courthouse. Davidson County ranks 16th in the state in the number of structures/sites included on the National Register of Historic Places and on sites inventoried by the State Historic Preservation Office. Davidson County ranks 66th in the amount of state and federal grant money obtained for historic preservation efforts.

According to the State Office of Historic Preservation, one of the first steps toward the preservation of historic assets or in the designation of National Register of Historic Places sites is the establishment of local historic preservation commissions. If that local commission is not in place, it is next to impossible to get state or federal assistance for preservation efforts. The City of Thomasville has made a lot of progress toward protection of its historic assets with formation of its Historic Preservation Commission in 1999. The City of Lexington recently established a Historic Preservation Commission. However, a gap exists in protection of assets in the remainder of the County.

National Register of Historic Places: The National Register of Historic Places is a federal program administered by the National Park Service in partnership with state governments. Legislation was created in 1966 to recognize and protect properties of historic and cultural significance that warrant consideration in federal undertakings such as highway construction and urban renewal projects and to provide incentives for local and private preservation initiatives. In North Carolina, the program is administered by the State Historic Preservation Office. The SHPO conducted an architectural survey of the county in 1981-1982. This survey resulted in several National Register of Historic Places nominations and a county survey publication, Building the Backcountry: An Architectural History of Davidson County, published in 1987.

Davidson County National Register of Historic Districts & Places (January 2004)

Historic Districts

- **Uptown Lexington Historic District** (added in 1996) – includes 135 acres and 52 buildings. This historic district includes the Davidson County Courthouse and is located on Main Street from 3rd Avenue to 2nd street. Buildings in this historic district date from the early 1800's through the mid 1900's.
- **Yadkin College Historic District** (added in 1988) – Includes 1,250 acres, 38 buildings, and 5 additional structures. This historic district includes the north and south sides of Yadkin College Road west of State Road 1436.

Although there are only two federally designated historic districts in Davidson County, these are not the only districts eligible nor the only districts historically notable. Thomasville has one locally designated historic district and another proposed historic district. The Thomasville City Council designated its first historic district – the Salem Street Historic District – in 2001. This district includes 16 homes and Heidelberg United Church of Christ on Salem Street and another 4 homes on the intersecting Forsyth Street. Thomasville's second proposed historic district is the Colonial Drive School Historic District. This area includes 167 properties. Other locally designated historic sites in Thomasville include the Old Post Office designated in 2001 (now used as the Thomasville recreation office), the Big Chair designated in 2000, the Smith Clinic designated in 2001, and the Woman's Club, designated in 2004.

Historic preservation leaders in Lexington have identified approximately 700 additional properties in four neighborhoods that are candidates for protection. Those include Erlanger Mill Village, several blocks on West First, West Second, and West Third Avenues known as Park Place, and the Hillcrest Drive and Grimes Park Neighborhoods. Now that the Lexington Historic Preservation Commission has been established by municipal ordinance, these neighborhoods can qualify for historic identification and protection.

Historic Places

Cemeteries (Thematic nomination involving Davidson County's pierced tombstones)

<u>Name</u>	<u>Date Added</u>
Abbotts Creek Primitive Baptist Church Cemetery (Northeast Davidson Co.)	1984
Beck's Reformed Church Cemetery (Silver Hill vicinity)	1984
Bethany Reformed and Lutheran Church Cemetery (Midway vicinity)	1984
Beulah Church of Christ Cemetery (Welcome vicinity)	1984
Emanuel United Church of Christ Cemetery (Thomasville)	1984
Fair Grove Methodist Church Cemetery (south Thomasville vicinity)	1984
Good Hope Methodist Church Cemetery (Welcome vicinity)	1984
Jersey Baptist Church Cemetery (Linwood vicinity)	1984
Pilgrim Reformed Church Cemetery (East Lexington vicinity)	1984
St. Lukes Lutheran Church Cemetery (Tyro vicinity)	1984
Spring Hill Methodist Protestant Church Cemetery (High Point vicinity)	1984
Waggoner Graveyard (Midway vicinity)	1984

Selected Houses, Churches, Mills, and Farms of Importance in the County:

<u>Name</u>	<u>Date Added</u>
Adderton-Badgett House (Denton vicinity)	1984
Beallmont (Linwood vicinity)	1984
Brummel's Inn (north Thomasville/west High Point vicinity)	1980
Church Street School (Thomasville) (<i>burned in 2002 – likely will be demolished</i>)	1990
Old Davidson County Courthouse (Lexington)	1971
Hamilton Everhart Farm Building (Midway vicinity) (<i>now demolished</i>)	1984
Riley Everhart Farm & General Store (Welcome vicinity)	1984
First Reformed Church (Lexington)	2000
Grimes School (Lexington) Successful tax accreditation project, completed.	1988
Grimes Brothers Mill (Lexington) <i>A tax accreditation project is underway, Jan, 2004</i>	2002
Grimes-Crotts Mill (Reedy Creek vicinity) (<i>Collapsed in 2003, destroyed</i>)	1984
Haden Place (Tyro vicinity)	1984
Hampton House (Arcadia vicinity) (VACANT)	1984
Dr. William Rainey Holt House (Lexington)	1983
Jersey Settlement Meeting House (Linwood vicinity)	1984
Jr. Order U.A.M. National Orphans Home (south Lexington vicinity)	1984
<i>As of January, 2004, the home's administration is moving forward with plans to demolish one of the oldest dormitories.</i>	
Captain John Koonts Jr. Farm (Tyro vicinity)	1984
Shadrach Lambeth House (Thomasville)	1984
Mitchell House (Thomasville, Mills Home Campus)	2000
Eli Moore House (High Point vicinity)	1984
Mor-Val Hosier Mill (Denton) (VACANT)	2001
Mount Ebal Methodist Protestant Church (Denton)	1984
Reid Farm (Buildings moved to Denton, original location Jackson Hill)	1979
Henry Shoaf Farm (Lexington vicinity)	1984
Smith Clinic (Thomasville) <i>Tax accreditation project completed on this structure.</i>	1991
Philip Sowers House (Churchland vicinity)	1980
Adam Spach Rock House site (Friedburg vicinity)	2002
Spurgeon House (High Point vicinity)	1983
Thomasville Railroad Passenger Depot (Thomasville)	1981
Tyro Tavern (Tyro vicinity)	1984
George W. Wall House (Wallburg)	1984
John Henry Welborn House (Lexington) (<i>structure destroyed</i>)	1984

In addition, *Preservation North Carolina* holds easements on the *Lloyd Hunt House* and the *Buchanan-Koonts House* properties, both located on South State Street in Lexington, protecting them from demolition.

APPENDIX C – Assessment of Existing Davidson County Parks

Davidson County Recreation Facilities Assessment Fieldwork Sheet

Park: Boone's Cave County Park Date of Field Visit: August 17, 2016

Feature	Rating	Description/Comments
Natural Areas	Good	Outstanding natural setting and location along the Yadkin River.
Leisure Facilities	Fair	One large well situated picnic shelter, picnic tables provided. Shelter in need of repairs.
Recreation Facilities	N/A	No active recreation facilities provided.
Trails	Fair	Gravel/dirt trail system provides river access. Need for signage and trail maps.
Support Services	Good	New restroom and maintenance building.
Parking	Fair	Paved drives and marked parking areas provided, but in need of maintenance.
Greatest Threats to Site:		• Remoteness of site • Narrow access road (narrow lane, no shoulder) • Lack of off-site way-finding signage • Maintenance backlog
Greatest Opportunities:		• Historical tie to cemetery at NC 150 and Philip Sowers house along access route • Site has terrific potential for camping, trails and paddling access • Destination for bicycling routes

Davidson County Recreation Facilities Assessment Fieldwork Sheet

Park: **Denton Park** Date of Field Visit: **August 17, 2016**

Feature	Rating	Description/Comments
Natural Areas	Poor	Very limited greenspace and open play areas.
Leisure Facilities	Fair	Playground, benches, picnic shelters (2) with tables provided.
Recreation Facilities	Fair	Multi-use field (2) for soccer and softball/baseball Tennis court (2) All facilities in fair to good condition.
Trails	N/A	No trail system provided.
Support Services	Fair	Restrooms and concessions building provided. Maintenance shed also located on-site.
Parking	Fair	Gravel unmarked parking areas in two locations in fair condition.
Greatest Threats to Site:		• Adjacent industrial site • Difficult to secure • Lack of non-motorized access along NC 47 • Lack of off-site way-finding signage • Maintenance backlog
Greatest Opportunities:		• Adjacent residential area • Adjacent Woodsmen Lodge

Davidson County Recreation Facilities Assessment Photo Gallery

Park: **East Optimist Park** Date of Field Visit: August 17, 2016

Feature	Rating	Description/Comments
Natural Areas	Fair	Open play areas with limited greenspace on periphery of site.
Leisure Facilities	N/A	
Recreation Facilities	Fair	Multi-use field (2) for soccer and football All facilities in fair to good condition.
Trails	Fair	1/2 mile screenings path
Support Services	Fair	Restrooms and concessions building provided.
Parking	Poor	Gravel, unmarked parking area provided; in need of maintenance.
Greatest Threats to Site:		• Adjacent waste-water treatment plant • Limited parking space • Difficult to secure site • Lack of non-motorized access • Lack of off-site way-finding signage • Maintenance backlog
Greatest Opportunities:		• Optimist Club building for community use • Access to Highway 85 • Space available for additional leisure facilities • Adjacent hotels • Adjacent Baptist Children's Home properties

Davidson County Recreation Facilities Assessment Fieldwork Sheet

Park: **Linwood Community Center** Date of Field Visit: **August 17, 2016**

Feature	Rating	Description/Comments
Natural Areas	Fair	Open play areas and vegetation on site.
Leisure Facilities	Fair	Playground, picnic shelter (2), tables and community center on site.
Recreation Facilities	Fair	Multi-use field (2) for soccer and softball/baseball
Trails	Good	Gravel walking trail encircles park site. Need vehicle barriers at conflict points.
Support Services	Fair	Restrooms and concessions building provided.
Parking	Fair	Gravel, unmarked parking areas provided. Some paved drives.
Greatest Threats to Site:		• Limited parking • Difficult to secure
Greatest Opportunities:		• Adjacent farm fields (potential expansion) • Adjacent power lines and creek for greenway • Adjacent to residential area • One-mile to ALCOA lakeside property

Davidson County Recreation Facilities Assessment Fieldwork Sheet

Park: **Hughes Park Park** Date of Field Visit: August 17, 2016

Feature	Rating	Description/Comments
Natural Areas	Fair	Open play areas or greenspace on site.
Leisure Facilities	Fair	Integrated picnic areas at concession building with tables provided.
Recreation Facilities	Good	Ball field (3) for baseball/softball
Trails	N/A	
Support Services	Fair	Restrooms and concessions building provided. Lights need to be replaced on existing three fields.
Parking	Poor	Gravel, unmarked parking area provided; in need of maintenance.
Greatest Threats to Site:		• Limited size of site – room for expansion • Limited parking • Maintenance backlog
Greatest Opportunities:		• Properties on three sides available • Location adjacent to residential area • Stream corridor nearby

Davidson County Recreation Facilities Assessment Fieldwork Sheet

Park: **Southmont Community Center** Date of Field Visit: August 17, 2016

Feature	Rating	Description/Comments
Natural Areas	Good	Open play areas and greenspace adjacent and throughout site.
Leisure Facilities	Fair	Picnic shelter with no tables provided. Community center in good condition and in use at time of visit.
Recreation Facilities	Good	Multi-use field (2) for soccer and softball/baseball Basketball court (1)
Trails	N/A	No gravel walking trail.
Support Services	Poor	Restroom/concessions building provided.
Parking	Fair	Gravel unmarked parking area in fair condition.
Greatest Threats to Site:		• Difficult to secure • Maintenance backlog
Greatest Opportunities:		• Location in heart of community • Potential land to rear for expansion? • Consistent use of community center • Proximity to High Rock Lake

APPENDIX D – Population Ratio Recreation Facility Standards

Population Ratio Recreation Facility Standards

Facility Type <i>Per persons or other standard</i>	National Standard
Outdoor Active Amenities	
Basketball Court	1 court/5,000
Baseball Field	1 field/5,000
Football Field	1 field/20,000
Golf Course	18 holes/50,000
Soccer Field	1 field/10,000
Softball Field	1 field/3,000
Swimming Pool, Outdoor	1 pool/20,000
Tennis Court	1 court/2,000
Volleyball Court	1 court/5,000
Indoor Active Amenities	
Recreation/Community Center	1 center/20,000
Swimming Pool, Indoor	1 pool/20,000
Gymnasium	1 gym/20,000
Auditorium	1/20,000
Passive Amenities	
Picnic Shelter	1 shelter/2,000
Picnic Tables	1 table/500
Playground/Open Play Area	1.5 ac/1,000
Boat Launch/Ramp	1/10 mi of shoreline
Hiking Trails	1 mile/4,000
Multi-purpose Trails	1 mile/2,000
Equestrian Trails	1 mile/6,250
Amphitheater	1/50,000
Cultural Site	N/A
Historic Site	N/A

APPENDIX E – Recreation Facility Design Standards

Minimum area and design dimensions for specific recreation facilities are provided to adequately plan for future park and recreation improvements.

Recreation Facility Design Standards

Facility Type	Area Required	Recommended Dimensions
Outdoor Active Amenities		
Basketball Court	7,500 sf	50 x 84 ft, with 5 ft edge clearance
Baseball Field	4 ac	90 ft baselines; 320 ft to foul line
Football Field	1.5 ac	160 x 360 ft, 6 ft clearance
Golf Course	50 -110 ac	Average length of 6,500 yards
Soccer Field	2.1 ac	330 x 360 ft, 10 ft clearance
Softball Field	2 ac	60 ft baselines; 200 ft to foul line
Swimming Pool, Outdoor	½ - 2 ac	25 M x 16 M for competitive swimming; 27 sf/swimmer; 2:1 deck to water
Tennis Court	7,200 sf	36 x 78 ft, 12 ft side clearance
Volleyball Court	4,000 sf	30 x 60 ft, 6 ft clearance
Indoor Active Amenities		
Recreation/Community Center	10 – 15 ac	Recreation Center may include both indoor and outdoor amenities with shared parking.
Swimming Pool, Indoor	N/A	
Gymnasium	N/A	
Auditorium	N/A	
Passive Amenities		
Picnic Shelter	1 – 5 ac	Varies
Picnic Tables	1,000 sf	Varies
Playground/ Open Play Area	1 – 5 ac	Varies
Boat Launch/Ramp	1 – 5 ac	Varies based on type of boat launch
Hiking Trails	N/A	20 ft r/w; 5 – 8 ft dirt/gravel path
Multi-purpose Trails	N/A	30 ft r/w; 10 ft paved trail
Equestrian Trails	N/A	30 ft r/w; 20 ft vertical clearance; 10 ft dirt path
Amphitheater	10 – 15 ac	Varies
Cultural Site	3 – 5 ac	N/A
Historic Site	3 – 5 ac	N/A

APPENDIX F - The Davidson County Parks and Recreation Survey

1. During the course of an average year, how often do **you or other members of your household** participate in the following activities? *Indicate your answers by marking the most appropriate box for each activity.*

Activity	once a week	once a month	3-4 times a year	once a year	never	would participate, if a site was available
Bicycling (on-road or trail)	☐	☐	☐	☐	☐	☐
Camping	☐	☐	☐	☐	☐	☐
Canoeing or Kayaking	☐	☐	☐	☐	☐	☐
Fishing	☐	☐	☐	☐	☐	☐
Four-Wheeling or ATV riding	☐	☐	☐	☐	☐	☐
Day Hiking	☐	☐	☐	☐	☐	☐
Dog Park	☐	☐	☐	☐	☐	☐
Horseback Riding	☐	☐	☐	☐	☐	☐
Hunting	☐	☐	☐	☐	☐	☐
In-line Skating or Skateboarding	☐	☐	☐	☐	☐	☐
Mountain Biking	☐	☐	☐	☐	☐	☐
Motor Boating	☐	☐	☐	☐	☐	☐
Nature study or observation	☐	☐	☐	☐	☐	☐
Picnicking	☐	☐	☐	☐	☐	☐
Rock Climbing or Repelling	☐	☐	☐	☐	☐	☐
Swimming	☐	☐	☐	☐	☐	☐
Through-hiking (multi-day trips)	☐	☐	☐	☐	☐	☐
Walking or Jogging	☐	☐	☐	☐	☐	☐
Using playground Equipment	☐	☐	☐	☐	☐	☐
Splash Pad	☐	☐	☐	☐	☐	☐
Baseball or Softball	☐	☐	☐	☐	☐	☐
Basketball	☐	☐	☐	☐	☐	☐
Football	☐	☐	☐	☐	☐	☐
Golf	☐	☐	☐	☐	☐	☐
Soccer	☐	☐	☐	☐	☐	☐
Tennis	☐	☐	☐	☐	☐	☐
Volleyball	☐	☐	☐	☐	☐	☐
Pickleball	☐	☐	☐	☐	☐	☐
Visiting Historic Sites	☐	☐	☐	☐	☐	☐
Visiting Museums	☐	☐	☐	☐	☐	☐
Attending Cultural Events	☐	☐	☐	☐	☐	☐
Attending Community Festivals	☐	☐	☐	☐	☐	☐
Attending Sporting Events	☐	☐	☐	☐	☐	☐
Shopping	☐	☐	☐	☐	☐	☐
Summer Day Camp	☐	☐	☐	☐	☐	☐
Special Population Programing	☐	☐	☐	☐	☐	☐
Wellness Classes	☐	☐	☐	☐	☐	☐
Cultural Classes	☐	☐	☐	☐	☐	☐
Tutorial Classes	☐	☐	☐	☐	☐	☐
Other:	☐	☐	☐	☐	☐	☐

2. In the course of an average year, where do **you or other members of your household** travel to participate in the activities listed below? *Indicate your answers by marking all that apply for each activity.*

Activity	In my Neighborhood	In my Community	In Davidson County	Outside Davidson County	Outside North Carolina	Do Not Participate
Bicycling (on-road or trail)	D	D	D	D	D	D
Camping	D	D	D	D	D	D
Canoeing or Kayaking	D	D	D	D	D	D
Fishing	D	D	D	D	D	D
Four-Wheeling or ATV riding	D	D	D	D	D	D
Day Hiking	D	D	D	D	D	D
Dog Park	D	D	D	D	D	D
Horseback Riding	D	D	D	D	D	D
Hunting	D	D	D	D	D	D
In-line Skating or Skateboarding	D	D	D	D	D	D
Mountain Biking	D	D	D	D	D	D
Motor Boating	D	D	D	D	D	D
Nature study or observation	D	D	D	D	D	D
Picnicking	D	D	D	D	D	D
Rock Climbing or Repelling	D	D	D	D	D	D
Swimming	D	D	D	D	D	D
Through-hiking (multi-day trips)	D	D	D	D	D	D
Walking or Jogging	D	D	D	D	D	D
Using playground Equipment	D	D	D	D	D	D
Splash Pad	D	D	D	D	D	D
Baseball or Softball	D	D	D	D	D	D
Basketball	D	D	D	D	D	D
Football	D	D	D	D	D	D
Golf	D	D	D	D	D	D
Soccer	D	D	D	D	D	D
Tennis	D	D	D	D	D	D
Volleyball	D	D	D	D	D	D
Pickleball	D	D	D	D	D	D
Visiting Historic Sites	D	D	D	D	D	D
Visiting Museums	D	D	D	D	D	D
Attending Cultural Events	D	D	D	D	D	D
Attending Community Festivals	D	D	D	D	D	D
Attending Sporting Events	D	D	D	D	D	D
Shopping	D	D	D	D	D	D
Summer Day Camp	D	D	D	D	D	D
Special Population	D	D	D	D	D	D
Wellness Classes	D	D	D	D	D	D
Cultural Classes	D	D	D	D	D	D
Tutorial Classes	D	D	D	D	D	D
Other:	D	D	D	D	D	D

3. Of the activities listed below, consider those that **you or members of your household** would like to participate in, but do not. What prevents you or members of your household from participating in these activities? *Indicate your answers by marking the most appropriate box for each activity.*

Activity	no time	cost or expense	not convenient	need instruction	Site too crowded	No site nearby	health concerns	safety concerns	lack of transportation	not interested
Bicycling (on-road or trail)	D	D	D	D	D	D	D	D	D	D
Camping	D	D	D	D	D	D	D	D	D	D
Canoeing or Kayaking	D	D	D	D	D	D	D	D	D	D
Fishing	D	D	D	D	D	D	D	D	D	D
Four-Wheeling or ATV riding	D	D	D	D	D	D	D	D	D	D
Day Hiking	D	D	D	D	D	D	D	D	D	D
Dog Park	D	D	D	D	D	D	D	D	D	D
Horseback Riding	D	D	D	D	D	D	D	D	D	D
Hunting	D	D	D	D	D	D	D	D	D	D
In-line Skating or Skateboarding	D	D	D	D	D	D	D	D	D	D
Mountain Biking	D	D	D	D	D	D	D	D	D	D
Motor Boating	D	D	D	D	D	D	D	D	D	D
Nature study or observation	D	D	D	D	D	D	D	D	D	D
Picnicking	D	D	D	D	D	D	D	D	D	D
Rock Climbing or Repelling	D	D	D	D	D	D	D	D	D	D
Swimming	D	D	D	D	D	D	D	D	D	D
Through-hiking (multi-day trips)	D	D	D	D	D	D	D	D	D	D
Walking or Jogging	D	D	D	D	D	D	D	D	D	D
Using playground Equipment	D	D	D	D	D	D	D	D	D	D
Splash Pad	D	D	D	D	D	D	D	D	D	D
Baseball or Softball	D	D	D	D	D	D	D	D	D	D
Basketball	D	D	D	D	D	D	D	D	D	D
Football	D	D	D	D	D	D	D	D	D	D
Golf	D	D	D	D	D	D	D	D	D	D
Soccer	D	D	D	D	D	D	D	D	D	D
Tennis	D	D	D	D	D	D	D	D	D	D
Volleyball	D	D	D	D	D	D	D	D	D	D
Pickleball	D	D	D	D	D	D	D	D	D	D
Visiting Historic Sites	D	D	D	D	D	D	D	D	D	D
Visiting Museums	D	D	D	D	D	D	D	D	D	D
Attending Cultural Events	D	D	D	D	D	D	D	D	D	D
Attending Community Festivals	D	D	D	D	D	D	D	D	D	D
Attending Sporting Events	D	D	D	D	D	D	D	D	D	D
Shopping	D	D	D	D	D	D	D	D	D	D
Summer Day Camp	D	D	D	D	D	D	D	D	D	D
Special Population	D	D	D	D	D	D	D	D	D	D
Wellness Classes	D	D	D	D	D	D	D	D	D	D
Cultural Classes	D	D	D	D	D	D	D	D	D	D
Tutorial Classes	D	D	D	D	D	D	D	D	D	D
Other:	D	D	D	D	D	D	D	D	D	D

4. Generally, how satisfied are **you or members of your household** with the recreation sites that you use or visit in Davidson County?

Very Satisfied D	Satisfied D	Dissatisfied D	Very Dissatisfied D	No Opinion D
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5. Do **you or members of your household** support the use of public funds to provide additional parks and recreation facilities in Davidson County?

Strongly Support D	Support D	Oppose D	Strongly Oppose D	No Opinion D
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6. Please describe the age and gender of the members of your household.

Household Member	Under 5	5-9	10-14	15-19	20-24	25-34	35-44	45-54	55-64	65 +	Male	Female
Yourself	D	D	D	D	D	D	D	D	D	D	D	D
Other Household Member 1	D	D	D	D	D	D	D	D	D	D	D	D
Other Household Member 2	D	D	D	D	D	D	D	D	D	D	D	D
Other Household Member 3	D	D	D	D	D	D	D	D	D	D	D	D
Other Household Member 4	D	D	D	D	D	D	D	D	D	D	D	D
Other Household Member 5	D	D	D	D	D	D	D	D	D	D	D	D
Other Household Member 6	D	D	D	D	D	D	D	D	D	D	D	D

7. Please describe the ethnicity of the members of your household.

Household Member	White	Black	American Indian	Asian	Hawaiian or Pacific Islander	Hispanic or Latino	Other
Yourself	D	D	D	D	D	D	D
Other Household Member 1	D	D	D	D	D	D	D
Other Household Member 2	D	D	D	D	D	D	D
Other Household Member 3	D	D	D	D	D	D	D
Other Household Member 4	D	D	D	D	D	D	D
Other Household Member 5	D	D	D	D	D	D	D
Other Household Member 6	D	D	D	D	D	D	D

8. Please indicate your annual household income.

Under \$20,000	\$20,000 - \$30,999	\$31,000 - \$40,999	\$41,000 - \$50,999	\$51,000 - \$60,999	\$61,000 - 70,999	Above \$71,000
D	D	D	D	D	D	D

Thank you for completing the survey!
Your input is a valuable part of this planning process.

**APPENDIX G -
RESOLUTION SUPPORTING RECREATION & TOURISM DEVELOPMENT MASTER PLAN
RECOMMENDATIONS REQUESTING ALCOA TO PRESERVE IN PERPETUITY ITS LAND
HOLDINGS IN DAVIDSON COUNTY FOR THE PUBLIC BENEFIT & ENJOYMENT OF COUNTY
RESIDENTS**

A motion was made by Commissioner Fred D. McClure and seconded by Vice Chairman Larry W. Potts for the adoption of the following resolution and upon being put to a vote was duly adopted.

WHEREAS, The Federal Energy Regulatory Commission (FERC) relicensing application deadline for ALCOA is April 30, 2006, and;

WHEREAS, Davidson County representatives are participating in ongoing negotiations concerning appropriate and acceptable mitigation measures to include in ALCOA's application, and;

WHEREAS, The ALCOA Tapoco relicensing process along the Little Tennessee & Cheoah Rivers in eastern TN and western NC provides a strong precedent for ALCOA to request and FERC to grant substantial mitigation measures outside formal project areas, and;

WHEREAS, The FERC relicensing process is a once-in-a-lifetime opportunity for Davidson County to seek strong ALCOA support for its on-going efforts to substantially improve recreation and tourism benefits in Davidson County, and;

WHEREAS, Davidson County has historically requested little of ALCOA in exchange for ALCOA's damming and private use of the Yadkin River as a hydro-electric power generation impoundment, and;

WHEREAS, Representatives of the Land Trust for Central North Carolina and the Yadkin Pee Dee Lakes Project have participated in, and provide full support for preliminary Master Plan recommendations regarding potential mitigation measures, and;

WHEREAS, Davidson County Recreation & Tourism Development Master Plan task force & committee members have identified High Rock and Tuckertown Lakes as top-priority opportunities for improving recreation and tourism benefits in Davidson County;

NOW THEREFORE, BE IT RESOLVED that the Davidson County Board of Commissioners hereby supports preliminary Recreation and Tourism Development Master Plan recommendations requesting ALCOA to preserve in perpetuity its land holdings within Davidson County for the public benefit of its residents, with emphasis on three areas of primary interest to the County: 1) Boone's Cave Park Expansion and Greenway - from the Wilcox Bridge to Boone's Cave Park; 2) Linwood Park Expansion and Greenway – along Swearing Creek and High Rock Lake; and 3) Proposed ALCOA Park and Greenway – to serve as a nature preserve and County Park on Tuckertown Lake;

AND BE FURTHER RESOLVED that County representatives participating in the ongoing negotiation process be directed to explore a variety and/or combination of preservation options to provide the greatest benefit to Davidson County, including, but not limited to: the sale or donation of permanent conservation easements; long-term lease arrangements at minimal cost to the County (e.g. \$1 per year for 100 years); fee simple donation or sale of land; and/or a long-term partnership with the Land Trust for Central NC, the Yadkin Pee Dee Lakes Project, the Conservation Trust of North Carolina or other similar public not-for-profit land conservation entities.

ATTEST: Robert C. Hedrick, Clerk to the Board Davidson County Board of Commissioners February 8, 2005	Don W. Truell, Chairman Davidson County Board of Commissioners February 8, 2005
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APPENDIX H

Background Information on the FERC Relicensing Process

☐ **Conversation with Andy Abramson of the Land Trust of Central NC (LTCNC):**

- The Federal Energy Regulatory Commission (FERC) relicensing application deadline for ALCOA and Progress Energy is April 30, 2006
- Mitigation is generally within the context of the formal project area (i.e. the dam, the reservoir, power line easements, buffer areas), but may be outside the formal project area.
- ALCOA owns 14,000 acres in Davidson, Davie, Rowan, Stanly and Montgomery Counties.
- There is a precedent for power companies around the country and F.E.R.C. to consider and grant mitigation measures outside formal project areas. The ALCOA Tapoco relicensing process along the Little Tennessee and Cheoah Rivers in eastern TN and western NC, in which over 5,000 acres of land outside the formal project area was provided as mitigation for the issuance of a license (www.alcoa.com/tapoco/en/info_page/about_tapoco.asp) is a helpful precedent for potential negotiations with ALCOA on High Rock & Tuckertown Lakes.
- Sediment from upstream run-off causing low levels of dissolved oxygen in High Rock Lake may require consideration of direct mitigation measures, such as injection of oxygen into the lake which may supersede other land preservation and recreation mitigation options.
- ALCOA owns two tracts of land along High Rock Lake, within the proposed greenway corridor between the Wilcox Bridge and Boone's Cave Park. In addition, one private property owner along this corridor has expressed an interest in relinquishing the property if other "good farm land" can be purchased and traded.
- The LTCNC is particularly interested in the long-term preservation of ALCOA property within Davidson County located south of the High Rock Dam along Tuckertown Lake.
- Salisbury, NC – (704) 647-0302 / andy@landtrustcnc.org / www.landtrustcnc.org

☐ **Conversations with Jim Beall Graham – Past LTCNC President:**

- The LTCNC Board met in November 2004 and reaffirmed its commitment to complete the "Two Rivers Park Plan" as its #1 Priority & ALCOA negotiations as its #1 strategy, to:
 - Purchase land across the river from Boones' Cave Park.
 - Purchase land along the river in Davie County, from the tract across from Boone's Cave Park, north to the Cooleemee Plantation Preserve (1,800 acres / 4 miles of river frontage) at US64, and potentially continuing north to Yadkin County.
 - Acquire land or easements in Davidson County from the Wilcox Bridge, north along High Rock Lake to Boone's Cave Park for a greenway trail, and expansion of Boone's Cave Park, and the potential inclusion of a "pedestrian ferry" [like the Hatton Ferry on the James River in Scottsville, Virginia (www.hattonferry.org)] or a swing bridge.
 - Acquire land in Davidson County on High Rock Lake near Linwood Game Lands
 - Acquire land or easements in south-west Davidson County along Tuckertown Lake

☐ **Conversation with Oliver Webster – Yadkin Pee Dee Lakes Project Representative (YPDLP):**

- Oliver Webster is participating in the relicensing negotiation process as a YPDLP rep.
- ALCOA's relicensing is based on hydro-electric generation – only one plant in operation
- This is a federally regulated process every 30-50 years
- It is in ALCOA's best interest to get as many interest groups as possible involved in the initial negotiation phase, so they encounter less opposition to challenge the agreement or sideline the process during the public forum phase
- There are many interest groups involved – counties, state agencies, water quality folks, etc. Everyone wants a piece of the pie in exchange for a settlement with ALCOA.
- ALCOA expects to submit its license agreement to FERC in April 2006, with or without an agreement from those negotiating
- Some of the primary issues include: protecting the shoreline, maintaining lake levels to maintain property values, and maintaining natural water flows

APPENDIX I – Existing Tourism Assets in Davidson County

Site or Event Name	Address	City	Phone	Comments
LODGING				
HOTELS and B&B's				
Affordable Suites of America	882 Old Hargrave Road	Lexington	956-1828	Weekly or monthly rentals
Budget Inn	201 North Road	Lexington	476-6191	Located on Business I85 Loop
Budget Inn	Business I85	Lexington	248-5171	
Comfort Suites of Lexington	1620 Cotton Grove Road	Lexington	357-2333	Located at I85 and Hwy 8. Exterior electrical outlets for fishermen, high speed Internet access, pay-per-view movies, large one-room king/queen suites w/ refrigerators, coffee makers and microwaves. Hot free buffet breakfast.
Country Hearth Inn & Suites	1825 Cotton Grove Road	Lexington	357-2100	Located off I-85 at Linwood Road
Days Inn	895 Lake Road	Thomasville	472-6600	Located off I-85 at Exit 102 on Lake Rd.
Holiday Inn Express	101 Plaza Parkway	Lexington	243-2929	Located on I-85 at Exit 91 in Lexington. Hot continental breakfast. Interior corridors.
Microtel Inn & Suites	959 Lake Road	Thomasville	474-4515	
Quality Inn & Suites	7 Laura Lane	Thomasville	472-2310	Outfitted with Thomasville brand cherrywood furniture in all 45 rooms and suites. Conveniently located at intersection of I-85 and Highway 109 on Laura Lane.
Quality Inn	418 Piedmont Drive	Lexington	249-0111	Continental breakfast.
Ramada Limited	5 Laura Lane	Thomasville	472-0700	
Regency Inn	1100 Piedmont Dr	Lexington	248-5927	Located on Bus-85 at the intersection of US 64, US 29/70.
Royal 8 Motel & Apartments	402 National Blvd	Lexington	248-5111	Located on Business 85 in Lexington.
Super 8 Motel	1631 Cotton Grove Road	Lexington	357-6444	Located right off I-85 at Exit 91 in Lexington.
Thomasville Inn	407 National Hwy	Thomasville	475-1327	
Welcome Inn Bed and Breakfast	251 Welcome-Arcadia Ro	Lexington	731-2626	Located off "old" highway 52
CAMPING				
Denton FarmPark	1072 Cranford Road	Denton	859-2755	
High Rock Lake Marina and Campground	1013 Wafford Circle	Lexington	798-1196	Located on the waterfront at High Rock Lake
FACILITIES				
Briar Golf Driving Range	3825 Hwy 150 N	Lexington	787-3332	
Central Carolina Gymnastics	431 9th Street Ext.	Lexington		
Central Recreation Softball Field	205 East Main Street	Thomasville	475-4280	Field managed by the Thomasville Parks Department
Cheer Mania Cheer Gym	188 Hinkle Lane	Welcome	731-7102	
City Lake		Lexington		
Davidson County Airport	1673 Aviation Way	Lexington	956-7774	On a 5000 foot runway, the airport can accomodate small planes to the largest corporate jets 24 hours a day. Open 8am-9pm daily. Ground transportation and rental cars are available. Located just off Exit 88 on I-85 and Exit 84 on Business Loop 85.
Davidson County Farmers' Livestock Market	366 Livestock Market Road	Lexington	248-5208	Weekly auctions and sales of horses, cattle, goats, sheep and chickens. Also has a flea market on site.
Davidson County Library System	602 South Main Street	Lexington	242-2040	County library system has branches in Lexington, Denton, Thomasville, West Davidson and Welcome. Lexington and Thomasville branches feature genealogy room, all branches have meeting room(s).

APPENDIX I – Existing Tourism Assets in Davidson County (cont.)

Site or Event Name	Address	City	Phone	Comments
Denton FarmPark	1072 Cranford Road	Denton	859-2755	Home to the Annual Southeast Old Thresher's Reunion, Horse and Mule Days and other events. Picnic and camp sites are available. Site includes exhibits of farm equipment. Covered amphitheater.
Doak Sk8 Park	Corner of Carmalt and Main	Thomasville	475-4280	City sponsored skate park and ball field.
Edward C. Smith Civic Center	217 South Main Street	Lexington	249-7875	Multi-purpose facility with state of the art lighting and sound. Auditorium seats 1,100. Adjacent meeting/ballroom space accommodates up to 250 people.
Finch Field		Thomasville		Baseball field, home to the Hi-Toms baseball team. It hosts high school and college baseball teams and tournaments.
Finch Park	15 Paul Beck Road	Lexington		Lexington's Finch Park offers picnicking, ball fields, the Duracell open air theater, the Kimberly Clark playground, the Lexcom soccer field, hiking, bike and walking trails.
Fox Den Farms	2585 Jerusalem Road	Lexington	746-4789	
Garwood Equestrian Center	Pine Top Road	Lexington	249-7433	
Gregg LH	Briggstown Rd	Lexington	746-5937	
Harrison Memorial Park	Intersection of N. Main and W. Salisbury	Denton		The park created with monies donated in memory of citizens includes a bandstand for musical performances.
High Rock Lake		High Rock Lake		Great fishing for bass, crappie, striper, bream, catfish and bait. Boating and skiing opportunities.
Hit & Run Driving Range	2659 Old Linwood Road	Lexington	357-7381	
Holt Moffit Field		Lexington		
Johnson Ranch	248 Buie Road	Denton	859-4089	Full service equine facility specializing in cutting horse instruction and western pleasure horses.
Lake Thom-A-Lex				
Lexington Cinema 8	235 Talbert Blvd	Lexington		8 theaters
Lexington Golf Club	200 Country Club Drive	Lexington	248-3950	18 hole public golf course renovated in 2004.
Lexington Motor Cross	224 Berrier Avenue	Lexington	357-0937	
Lexington Municipal Club	Country Club Drive	Lexington	243-2489	Maintained by the City of Lexington, this ballroom type club can be rented for a variety of events.
Memorial Park		Thomasville		It has a public swimming pool.
Metters Hollybrook Stables	2119 Turner Road	Lexington	248-2616	
Myers Park Softball Complex	401 Mason Way	Thomasville	475-4280	
Rocking S Arena	Sink Farm Road	Reeds		
Sapona Country Club	439 Beaver Creek Road	Lexington	956-6245	Private club offering golf, swimming, tennis, and restaurant.
Storm Zephyr Stables	605 Swicegood Waitman	Lexington	956-3248	
T. Austin Finch Auditorium	406 Unity Street	Thomasville	474-2880	Auditorium suitable for concerts or speakers. Seats 1200.
The Pointe Golf Center	964 Marvin Hedrick Road	Lexington	798-1500	
Thomasville Greenway	YMCA to Memorial Park D	Thomasville		10 foot wide paved walking/biking trail connecting the YMCA, Thomasville M.S., Thomasville H.S., and Finch Auditorium
Thomasville Woman's Club	15 Elliott Drive	Thomasville	472-7336	Meeting space for events and local clubs; owned by the Woman's Club. Local Historic Landmark.
Tumble Tots of Lexington	117 Anna Lewis Drive	Lexington		
Twelve West Main	12 West Main Street	Thomasville	312-6336, 472-6	Private ballroom facility with hardwood floors holds functions of up to 500 people, 300 for sit-down meals. Available for rentals.
US Flea and Farmers Market	Clark Road	Lexington	853-8449	
Wagoner Ranch	205 Rodeo Drive	Lexington	472-4552	
Winding Creek Golf Course	72 Winding Creek Rd	Thomasville	475-5580	Public Golf Course on the highest point in Davidson County makes for beautiful golf and scenery. Enjoy the view from the Pro shop restaurant with indoor and outdoor dining including a deck overlooking the action on the 9 th hole.

APPENDIX I – Existing Tourism Assets in Davidson County (cont.)

Site or Event Name	Address	City	Phone	Comments
Thomasville Greenway	YMCA to Memorial Park Dr.	Thomasville		10 foot wide paved walking/biking trail connecting the YMCA, Thomasville M.S., Thomasville H.S., and Finch Auditorium
Thomasville Woman's Club	15 Elliott Drive	Thomasville	472-7336	Meeting space for events and local clubs; owned by the Woman's Club. Local Historic Landmark.
Tumble Tots of Lexington	117 Anna Lewis Drive	Lexington		
Twelve West Main	12 West Main Street	Thomasville	312-6336, 472-650	Private ballroom facility with hardwood floors holds functions of up to 500 people, 300 for sit-down meals. Available for rentals.
US Flea and Farmers Market	Clark Road	Lexington	853-8449	
Wagoner Ranch	205 Rodeo Drive	Lexington	472-4552	
Winding Creek Golf Course	72 Winding Creek Rd	Thomasville	475-5580	Public Golf Course on the highest point in Davidson County makes for beautiful golf and scenery. Enjoy the view from the Pro shop restaurant with indoor and outdoor dining including a deck overlooking the action on the 9 th hole.
Historical, Cultural, and Shopping Destinations				
Arts United for Davidson County	220 South Main Street	Lexington	249-2742	The historic Old Post Office on Historic Uptown Lexington's Main Street is home to Arts United for Davidson County, a NC Arts Council affiliate. This beautiful Neo-Classical building built in 1911 is part of the Historic Uptown Lexington National Register
Adam Spach Rock House site	NR, Private Residence	Friedburg Vicinity		National Register Site
Badcock Home Furnishings Center	1211 National Hwy.	Thomasville		Furniture
Baptist Children's Home	204 Idol Drive	Thomasville	474-1200	Home to children for more than 100 years. Museum on site.
Bargain Furniture	101 National Hwy	Thomasville		
Beallmont	NR, Private Residence	Linwood		National Register Site, preservation easement
Bob Timberlake Gallery	1714 East Center Street Extension	Lexington	1-800-244-0095	
Bobby Labonte Enterprises	112 Todd Court	Thomasville	475-1505	
Boone's Cave Park	Boone's Cave Rd.	County	242-4285	Named for the great hunter and pioneer hero Daniel Boone, this park on the Yadkin River is 110-acres of undisturbed woodlands. Picnic shelter, bathrooms, fishing pier, hiking trails.
Brummel's Inn	W. Lexington Ave. (Private)	Thomasville		National Register Site
Buchanan-Koonts House	NR, Private Residence	Lexington		Preservation easement held by Preservation NC
Buttercup Café	Corner of Main & Salisbury Streets	Denton	859-0808	Quaint gourmet eatery located in a restored 1930's gas station!
Buyer's Furniture Outlet	16 E. Main St.	Thomasville		
Cassidy's Antiques, & Reproductions	305 Market Street,	Lexington	249-7219	antiques

APPENDIX I – Existing Tourism Assets in Davidson County (cont.)

Site or Event Name	Address	City	Phone	Comments
Dempsey Essick Gallery	5968 Old Hwy 52	Welcome	731-3499	Gallery of local artist Dempsey Essick. Dempsey is know for his detail in scenes from around the Carolinas and a hidden hummingbird in each print or original.
Denny Wright Pottery Studio	Hwy 8,	Southmont	859-5278	working pottery studio
Denton Emporium		Denton		Items by local craftsmen are housed in this historic former mill
Downtown Thomasville Historical District				A brief stroll in this downtown established in the 1850's will bring delight to all as you see the historic big chair, clock tower and beautifully landscaped fountain. See also murals on buildings that depict local history, a statue of founding father Joh
Dr. William Rainey Holt House	Private Residence	Lexington		
Eleven Acre Flea Market	825 Julian Avenue	Thomasville	472-0244	antiques
First Reformed Church	104 East Center Street	Lexington	248-2617	National Register Site
Full Moon Pottery	510 Swicegood Road	Lexington	956-2691	working pottery studio that is open by appointment only.
Furniture Mart and Variety Store	501 National Hwy	Thomasville		
George W. Wall House		Wallburg		NR Site, preservation easement by Preservation NC
Greg Farrell	489 Arthur Tussey Rd	Lexington	731-3723	Gallery of local artist Greg Farrell. Greg specializes in wildlife prints and originals.
Grimes Brothers Mill	Corner of West Center and State Streets	Lexington		National Register Site, currently a tax accreditation project awaiting further development
Grimes School Apartments	NR, Private	Lexington		Former elementary school is currentlyl a residence for senior Citizens. A National Register Site.
Haden Place	NR, Private Residence	Tyro		National Register Site
Hampton Place	NR, Private Residence	Arcadia		National Register Site
Henry Shoaf Farm	Private Residence	Lexington		National Register Site
Heritage Restorations	137 W. Salisbury Street	Denton	859-2382	antiques
Hinkle's Antiques	291 Lake Drive	Welcome	731-4731	antiques
Holton Furniture	805 Randolph St.	Thomasville		Furniture
Jersey Settlement House	Private Residence	Linwood		National Register Site
Jr. Order UAM Orphans Home (American Children's Home)	3844 NC Hwy 8	Lexington	357-7126	National Register Site; site provides full time care for children and teens. Some structures have been demolished.
Lanier Hardware Store	218 S Main St	Lexington	248-5935	North Carolina's largest True Value Hardware store! For more information visit www.lanierhardware.com
Lexington Home Brands Factory Outlet	111 South Main	Lexington		Furniture outlet stocking variety of discontinued, overrun and scratch 'n dent items. Accessories. Fabric bolts. Merchandise changes daily. Located in the former Belk building in Historic Uptown Lexington.
Link's Antique Shop	2204 S. Main Street,	Lexington	249-9590	antiques
Lloyd Hunt House	Private Residence	Lexington		Preservation easement held by Preservation North Carolina, National Register Site
Main Street Antiques	214 S Main Street	Lexington	236-7259	antiques
Mitchell House Museum	411 Biggs Avenue	Thomasville	474-1200	National Register Site was the first cottage on the Baptist Children's Home campus built 1885. Converted later to a museum that holds many articles depicting life through the years of life at the Home. Operated by Mills Home Alumni.
Moose Hollow Pottery	200 Moose Lodge Court	Thomasville	475-4097	Working pottery studio featuring face jugs and landscape pieces. Open Sundays and by appointment.
Mor-Val Hosiery Mill	NR, Private	Denton		National Register Site
Mount Ebal Methodist Protestant Church		Denton		National Register Site
Mrs. Hanes' Moravian Cookies	4643 Friedberg Church Road	Winston-Salem		

APPENDIX I – Existing Tourism Assets in Davidson County (cont.)

Site or Event Name	Address	City	Phone	Comments
North Carolina Vietnam Veterans' Memorial	Off Exit 102, on I 85	County		Recognizes 1,607 North Carolinians killed or missing in the Vietnam War. Located six miles north of Lexington along I-85, south of Exit 102. It is accessible from both northbound and southbound lanes. Admission is free.
Oak-Wood Furniture	100 Don Truell Lane	Thomasville		Furniture
Philip Sowers House	NR, Private	Churchland		National Register Site, located near Boone's Cave Park
Randall Tysinger Antiques	609 National Highway	Thomasville	475-7174	European Antiques Sold to Trade Only. Not open to the p
Richard Childress Racing Museum & Race Shop Tours	180 Industrial Drive	Welcome	731-3389	
Riley Everhart Farm and General Store	Private Residence	Welcome vicinity		National Register Site
Salem Street Historic District	112-215 Salem St. & 6-12 Forsyth St.	Thomasville		Thomsville's first Historic District was prompted by residents of Salem and Forsyth streets. Covering nearly 15 acres, homes can be found that reflect the changing needs of the Chair City's families from the mid 1800's to the 1950's. 19 homes, a church an
Shadrach Lambeth House	NR, Private Residence (Tower Road)	Thomasville		National Register Site
Skip & Ruby's Antiques	3185 E US Hwy 64	Lexington	249-1716	antiques
Smith Clinic	NR, 17 Randolph Street	Thomasville		National Register of Historic Places, Local Historic Landmark. Piedmont North Carolina's version of Art Deco architecture is exemplified in the modest but stylistic design. Art concrete pilasters contrast with red brick, a parapeted cornice and Broadway s
Stephen Sebastian Studios and Gallery	8 Randolph Street	Thomasville		Formerly Westmoreland Furniture built in 1932. Beautifully restored by local artist Steven Sebastian. Features his etching and paintings, as well as other artists' work. Tu. - Fri. 10-6, Sat. 10-3
TRS Furniture	1 Regency Industrial Blvd.	Thomasville		Furniture
The Candy Factory.	15 North Main Street	Lexington	249-6770	Store features candy and antiques. Some candy is locally made by the Piedmont Candy Company.
The Country Store	6031 NC Hwy 52	Welcome		Located just north of Lexington on Old 52, The Country Store is noted for its handmade quilts, tables, chairs, crafts and canned food items crafted by local seniors.
The Farmer's Market & Flea Market	308 Berrier Avenue	Lexington	248-2157	Over 600 venders, new, used collectibles and antiques. Open Tuesdays only. Wholesale Alley, open only to dealers and not the public, is also on the same grounds.
The Homestead	NR, Private Residence	Lexington		National Register of Historic Places, private home.
The Peacock Home	211 Salem St.	Thomasville		Built by J.W. Peacock, a local physician and City Councilman, this house is unique in its form and materials. The house became infamous when Dr. Peacock shot and killed Police Chief J.E. Taylor downtown during a prohibition feud. It is the only house in D

APPENDIX I – Existing Tourism Assets in Davidson County (cont.)

Site or Event Name	Address	City	Phone	Comments
The Yadkin-Pee Dee River Canoe Trail		County		The trail which begins in Wilkesboro and ends at the SC Border is a 230-mile water trail designated by the NC Division of Parks and Recreation. Put in at the US Hwy 64 access and canoe to Boone's Cave State park. Or continue downstream through gamelands a
Thomasville City Cemetery	Memorial Park Drive	Thomasville		Thomasville's cemetery is one of only a handful in the U.S. that has both Confederate and Union soldiers buried together.
Thomasville Emporium	12 Commerce Street Thomasville	Thomasville	472-6500	A step back in time. 100+ dealers of antiques, collectibles and more. Open Mon. – Sat. 10-5; Sun 1-5. Café in confines of store open M-F.
Thomasville Furniture Industries Factory Outlet	401 East Main Street	Thomasville	476-2211	True factory outlet for world renown Thomasville Furniture Industries. Case goods and upholstery products at factory outlet prices.
Thomasville Medical Center Foundation Park	Main Street	Thomasville		The brick walk connects the many aspects of downtown and culminates in an outdoor theatre type setting along the railroad tracks with a bandstand for concerts and much more.
Thomasville Police Building	7 West Guilford St.	Thomasville		One of the finest examples of 1920's Art Deco architecture in Davidson County. The former Thomasville City Hall stands proud with its vertical design, setbacks from the entrance bay, and facade decorated with stylized ornaments in stone.
Thomasville Railroad Depot	44 West Main Street	Thomasville		The oldest remaining railroad depot in North Carolina is located in downtown Thomasville. Built in 1870, the restored structure is on the National Register of Historic Places. It currently houses the Thomasville Visitors' Center.
Thomasville's Big Chair	Intersection of Main and Randolph Streets	Thomasville		The world's largest chair is a monument which anchors the center of Historic Downtown Thomasville. It serves as a symbol of the city and her furniture making heritage. The 30 foot high chair is a replica of a Duncan Phyfe dining room chair. Local Histor
Thomasville's "Old Post Office"	1 E. Main St., Thomasville	Thomasville		Local Historic Landmark. Built in 1926, it was Thomasville's first Federal building, a building devoted solely to mail service until it closed in 1963. The Federal government passed the usage and control of the building to Thomasville City Schools; then
Trading Ford Historic Area	Near the Rowan/Davidson County line on I-85 South	County		The Trading Ford (between present Davidson and Rowan counties) afforded one of the earliest known crossings of the Yadkin River and access to present Rowan County and lands west of the Yadkin. It is rich in history and culture, from pre-historic Indians,
Trading Ford Monument		County		It is located on Highway 150 near Interstate 85 in the western part of Davidson County
Tyro	Hwy 150	Tyro		National Register Site, private residence open for tours by appointment
Upstairs Antiques	138 W. Salisbury Street	Denton	859-4575	antiques

APPENDIX I – Existing Tourism Assets in Davidson County (cont.)

Site or Event Name	Address	City	Phone	Comments
Uptown Lexington Historic District	Uptown Lexington HISTORICAL DISTRICT	Lexington	249-0383	This historic district is home to antique stores, home accessory stores and specialty shops as well as Lanier Hardware - the largest True Value Hardware Store in the state, art and history museum, and more! Walkers in Uptown Lexington can participate in
Wilcox Bridge	185 at the Davidson/Rowan County line			Historic bridge constructed in 1922, as NC's first toll-free bridge. At a cost of \$190,000 the 1300-foot two-lane bridge consists of seven 150-foot concrete arch spans. Only a few bridges of this design remain in the Carolinas--none as long as the Wilco
Williams Odds and Ends	221 Faith Chapel Road	Lexington	475-1857	
Yadkin College Historic District	NR, Private			On the National Register, this area is currently not accessible for tourists.
CEMETARIES				
Abbotts Creek Primitive Baptist Church Cemetery	Abbotts Creek Church Ro	Thomasville		National Register Site
Beck's Reformed Church Cemetery	NR			
Bethany Reformed and Lutheran Church Cemetery	NR			
Beulah Church of Christ Cemetery	NR, 2828 Arnold Road	Lexington	731-4575	
City Cemetery	205 Memorial Park Drive	Thomasville		Established 1855, it is the final resting place of many of Thomasville's prominent citizens including founder John W. Thomas who gave land for the cemetery as well as for local churches. It is the only Civil War cemetery where both Confederate and Union s
Denton Town Cemetery		Denton	859-4231	
Ellis Cemetery				Governor John Ellis died on July 7, 1861 & was buried at his homestead cemetery in Davidson County.
Emanuel United Church of Christ Cemetery	1170 Emanuel Church Road	Thomasville	475-7590	National Register Site
Fair Grove Methodist Church Cemetery	240 Cedar Lodge Road	Thomasville	475-2598	National Register Site
Forest Hill Memorial Park	1307 W Old Hwy 64	Lexington	248-5312	Constructed in the 1950's.
Good Hope Methodist Church Cemetery	10253 Hampton Rd.	Lexington		
Holly Hill Memorial Park	401 W. Holly Hill Rd.	Thomasville	472-7455	A perpetual care cemetery, family-owned and operated since 1947.
Jersey Baptist Church Cemetery	Jersey Church Road	Southmont		
Lexington City Cemetery				
Mountain View Memorial Gardens Cemetery		Denton	859-5040	
Pierced Gravestones				reference www.davidsoncountync.com/MasterPlanHistorical.htm-- "Folk art and Cabinetry History" for information. None known to exist outside of Davidson County.
Pilgrim Church & Cemetery				
Pilgrim Reformed Church Cemetery	797 Pilgrim Church Rd	Lexington		
St. Lukes Lutheran Church Cemetery	4299 S NC Hwy 150	Lexington	853-8090	

APPENDIX I – Existing Tourism Assets in Davidson County (cont.)

Site or Event Name	Address	City	Phone	Comments
Spring Hill Methodist Protestant Church Cemetery				
Waggoner Graveyard				
BBQ RESTAURANTS				
Andy's Bar B Q	6043 Old US HWY 52	Welcome	731-8207	
Back Country Barbecue	4014 Linwood-Southmont	Linwood	956-1696	
Barbecue Center	900 North Main Street	Lexington	248-4633	visit their website at www.barbecuecenter.com .
Barbecue Shack	706 Randolph Street	Thomasville	472-8566	
Cook's Barbecue	366 Valiant Drive	Lexington	798-1928	
Henry James Family Dining	283 Talbert Blvd	Lexington	243-2573	
Jed's BBQ	709 National Highway	Thomasville	475-5806	
Jimmy's Barbecue	1703 Cotton Grove Road	Lexington	357-2311	
John Wayne's Barbecue	601 West 5th Street	Lexington	249-1658	
Kerley's Barbecue	US HWY 52	Welcome	731-8245	
Lee's Family Restaurant	58 East Peacock Street	Denton	859-9066	
Lexington Barbecue	10 Hwy 29-70 South	Lexington	249-9814	
Lexington Style Trimmings	1513 East Center Street	Lexington	249-8211	
Smiley's Barbecue	917 Winston Road	Lexington	248-4528	visit their website at www.smileyslexingtonbbq.com
Smokey Joe's Barbecue	1101 South Main Street	Lexington	249-0315	
Southern Barbecue Too	10361 NC Hwy 8 South	Lexington	798-2300	
Speedy Lohr's BBQ	10774 NC Hwy 8 South	Lexington	798-1538	
Speedy Lohr's BBQ of	8000 North Hwy 150	Lexington	764-5509	
Speedy's Barbecue	1317 Winston Road	Lexington	248-2410	
Stamey's Barbecue	4524 South NC Hwy 150	Lexington	853-6426	
Tar Heel Q	6835 US Hwy 64 West	Lexington	787-4550	
Terry House BBQ	947 Fisher Ferry Street	Thomasville	475-1628	
Tommy's Barbecue	206 National Highway	Thomasville	476-4322	
Troutman's Barbecue	18466 South NC Hwy 109	Denton	859-2206	
Whitley's Restaurant	3664 NC Hwy 8 South	Lexington	357-2364	visit their website at www.whitleysbarbecue.com
SUPPORT BUSINESSES				
B & L Custom Saddle	24 West Second Avenue	Lexington	249-7739	
Sports Country	Hwy 109	Denton	859-3933	Supplies for hunting and fishing
Sportsmen's Choice	3335 Floyd Church Rd.	Lexington		Uwharrie Lakes Region fresh water fishing Outfitter and Guide service in the Yadkin-Pee Dee River basin of south-central NC.
T&D Fishing Associates	108 Cox Ave.	Thomasville	476-5713	Uwharrie Lakes Region fresh water fishing guide and outfitter service.

APPENDIX I – Existing Tourism Assets in Davidson County (cont.)

Site or Event Name	Address	City	Phone	Comments
Angler's Advantage Largemouth Bass Fishing Tournament		Lexington		
Barbecue Festival	PO Box 1642, Lexington, NC 27293 - www.barbecuefestival.com	Lexington	956-1880	One of the largest one-day street festivals in NC celebrates Lexington Style BBQ. Festival includes internationally-recognized musicians and upscale crafts. Athletic events held on October weekends prior to the Festival include the Tour de Pig (a cycling)
Davidson County Special Olympics Spring Games	301 East Center Street	Lexington	242-2285	Recreation Department sponsors games are held throughout the year.
Davidson County Agricultural Fair	Greensboro Road	Lexington	243-2528	Annual county fair sponsored by the Lexington Kiwanis Club each September featuring agricultural exhibits, crafts, food, music, amusement rides and fireworks.
Davidson County Woodcarvers Annual Competition and Show	Arts United for Davidson County, 220 South Main St	Lexington	243-1614	Annual wood carving show and competition sponsored by the Davidson County Wood Carvers Association. Dates vary.
Doyle Lawson and Quick Silver Bluegrass Music Festival	Denton Farm Park,	Denton	859-2755	This annual May event at the Denton Farm Park features blue grass music from a variety of artists. For more information visit www.thresher.com
Everybody's Day	Historic Downtown Thomasville	Thomasville	475-6134	Annual event on the last Saturday of September. This street festival is North Carolina's oldest festival. Craft and food vendors, activities for children. Sponsored by the Thomasville Chamber of Commerce.
Fantastic Fourth Celebration	Finch Park	Lexington	248-3960	Annual event sponsored by the Lexington Parks & Recreation Department. Includes music, games, food, and fire works. Event is free.
High Rock Lake Fishing Tournaments		Lexington		
Homespun Fair	Main Street	Denton	859-5922	This annual May street festival features craft and food vendors and musicians. Sponsored by the Denton Chamber of Commerce.
Horse and Mule Days	Denton Farm Park	Denton	859-2755	Annual event held the last weekend in October. For more information visit www.threshers.com
Matthew's Ride for Children			249-7867	Annual motorcycle ride to raise funds for area children. For more information: jseverhart@triad.rr.com .
Memorial Day Parade and Celebration	Main Street	Thomasville	472-4422	Thomasville boasts the largest Memorial Day Celebration in NC. Parade include bands, floats, and military personnel.
Multi Cultural Festival	c/o Lexington Recreation Department, PO Box	Lexington	248-3960	Festival held at Finch Park yearly in May. Event features villages with authentic ethnic food, performers, and demonstrations.
National Bass Circuit "Pro - AM Series" Fishing Tournament		High Rock Lake	704-791-4210	
NC Crappie Team Fishing Tournament		Lexington		
Old Time Square Dance	Denton Civic Center	Denton	475-9397	Dances are held monthly. Event is supported by Arts United for Davidson County.

APPENDIX I – Existing Tourism Assets in Davidson County (cont.)

Site or Event Name	Address	City	Phone	Comments
Southeast Old Threshers Reunion	Denton Farm Park	Denton	859-2755	Held annually around the Fourth of July. For more information visit www.threshers.com
Spring Air Fest and Aircraft Market Place	Davidson County Airport	County	956-7774	
Spring Art Show and Sale	Arts United for Davidson County, 220 South Main St	Lexington	249-2742	This annual event is sponsored by Arts United.
Thomasville Jaycees Christmas Parade	Main Street	Thomasville		3rd Saturday in November.
Thomasville Parks & Rec. Annual Crafts Fair	Central Recreation Center			1st weekend in November
Tour De Kale	Denton Farm Park, Denton	Denton	859-2707	Annual ride throughout Davidson County, beginning and ending at the Denton Farm Park. Also activities for children.
Sunset Sounds	At the Gazebo on Main Street	Thomasville	249-2742	Annual concerts each Thursday in July. Sponsored by Arts United for Davidson County. Band styles vary weekly.
Uptown Lexington Christmas Open House	Uptown Lexington Historical District	Lexington	249-0383	Annual event held the Sunday before Thanksgiving. Event features holiday music, horsedrawn carriage rides, food, Santa and his elves, activities for the family.
Welcome Easter Parade	Old Highway 52 through Welcome	Welcome		Annual parade held on the Saturday before Easter weekend (featuring bands and floats). One of the few Easter parades in NC.
Water Ski Tournaments	Clear Lake, High Rock Lake	Lexington	249-2186	A variety of sanctioned water ski events are held on High Rock Lake and are sponsored by the Clear Lake Water Ski Club
<u>ARTS AND CULTURAL ORGANIZATIONS</u>				
Arts United for Davidson County	220 South Main Street	Lexington	249-2742	Arts United is the arts council for Davidson County. Arts United features changing exhibits in the building's exhibit space, a gift shop with items by local artists, classes, concerts at various sites across Davidson County. Funded members include the D
Carolina Piecemakers Quilt Guild	c/o Verona's Fabrics, 221 South Main Street	Lexington	248-6616	group meets monthly and sponsors annual quilt show
Davidson County Writers Guild	c/o Arts United, 220 South Main Street	Lexington	249-2742	Guild sponsors annual writing workshops and contest for area students.
Davidson County Woodcarvers Association	c/o Arts United, 220 South Main Street	Lexington	249-2742	Members meet weekly to carve and plan the annual show and competition. Club meets at the Davidson County Recreation Department.
Davidson County Horsemen's Association	PO Box 519	Lexington	236-6464	DCHA/REINS was founded to promote the education, community service, and social activities of horse lovers in Davidson and surrounding counties. The club meets monthly on the 3rd Tuesday at 7:00pm at the Davidson County Agricultural Building; however, we

APPENDIX I – Existing Tourism Assets in Davidson County (cont.)

Site or Event Name	Address	City	Phone	Comments
Theater group	c/o Arts United, 220 South Main Street	Lexington	249-2742	Lexington and Thomasville theater organizations have combined to form a county wide theater organization whose goal is to produce two to three performances annually.
Davidson All-County Chorus	26 Penry Street	Lexington	242-1574	
Dot's Slick Chicks	Thomasville Parks Department, PO Box 71	Thomasville	475-7019	Artform: Ethnic/Jazz/Folk Inspired Dance. Offers clogging for girls through grade 12 and performs at festivals and other public events.
Lexington Choral Society	c/o Arts United, 220 South Main Street	Lexington	249-2742	Formed in 1972 to perform choral music with orchestral accompaniment. Host Christmas and spring performances.
Lexington Music Study Club	c/o Arts United, 220 S. Main St	Lexington	249-2742	Produce annual Christmas Candlelight Service for the community
Lexington Youth Theatre	PO Box 187	Lexington	249-6001	Organized in 1985 to provide 2 children's theatre presentations per year and theatre workshops for young people from elementary through high school age.
Progressive Actors' Theatrical Troupe	7 Maripat Circle	Thomasville	476-3811	Founded in 1985 to produce 3 plays per year using minority actors.

APPENDIX J - 2011 Tourism Statistics for the Piedmont Triad by County

2011 NC County Tourism Statistics – Triad Counties Ranked By POPULATION								
NC Rank	County	Expenditures	Payroll	Employment	State Tax Receipts	Local Tax Receipts	Population	Per Capita Expenditures
3	Guilford	1,093.05	261.58	11.79	57.55	25.08	488,406	\$2,237.89
4	Forsyth	688.12	114.02	6.01	40.02	12.75	350,670	\$1,962.30
15	Davidson	131.74	17.99	0.91	7.28	4.27	162,878	\$808.83
18	Alamance	150.27	23.20	1.26	8.70	2.64	151,131	\$994.30
19	Randolph	115.43	17.05	0.89	6.88	1.86	141,752	\$814.31
30	Rockingham	60.05	9.58	0.52	3.23	1.45	96,643	\$621.35
36	Surry	102.52	14.39	0.76	5.72	2.19	73,673	\$1391.55
56	Stokes	21.27	2.63	0.13	1.09	0.83	47,401	\$448.72
60	Davie	30.45	5.30	0.27	1.70	0.53	41,240	\$738.36
64	Yadkin	31.31	5.20	0.32	1.71	0.77	38,406	\$815.24
71	Montgomery	23.62	2.31	0.1	1.12	2.20	27,798	\$849.70
77	Caswell	7.39	0.74	0.04	0.36	0.53	23,719	\$311.56
North Carolina Total		18421.06	4192.47	188.42	959.61	560.93	9,535,475	\$1,931.84

2011 NC County Tourism Statistics – Triad Counties Ranked By TOTAL EXPENDITURES								
NC Rank	County	Expenditures	Payroll	Employment	State Tax Receipts	Local Tax Receipts	Population	Per Capita Expenditures
3	Guilford	1,093.05	261.58	11.79	57.55	25.08	488,406	\$2,237.89
8	Forsyth	688.12	114.02	6.01	40.02	12.75	350,670	\$1,962.30
25	Alamance	150.27	23.20	1.26	8.70	2.64	151,131	\$994.30
28	Davidson	131.74	17.99	0.91	7.28	4.27	162,878	\$808.83
35	Randolph	115.43	17.05	0.89	6.88	1.86	141,752	\$814.31
36	Surry	102.52	14.39	0.76	5.72	2.19	73,673	\$1391.55
52	Rockingham	60.05	9.58	0.52	3.23	1.45	96,643	\$621.35
70	Yadkin	31.31	5.20	0.32	1.71	0.77	38,406	\$815.24
73	Davie	30.45	5.30	0.27	1.70	0.53	41,240	\$738.36
79	Montgomery	23.62	2.31	0.1	1.12	2.20	27,798	\$849.70
82	Stokes	21.27	2.63	0.13	1.09	0.83	47,401	\$448.72
95	Caswell	7.39	0.74	0.04	0.36	0.53	23,719	\$311.56
North Carolina Total		18421.06	4192.47	188.42	959.61	560.93	9,535,475	\$1,931.84

2011 NC County Tourism Statistics – Triad Counties Ranked By PER CAPITA EXPENDITURES								
NC Per Capita Rank	County	Expenditures	Payroll	Employment	State Tax Receipts	Local Tax Receipts	Population	Per Capita Expenditures
15	Guilford	1,093.05	261.58	11.79	57.55	25.08	488,406	\$2,237.89
24	Forsyth	688.12	114.02	6.01	40.02	12.75	350,670	\$1,962.30
47	Surry	102.52	14.39	0.76	5.72	2.19	73,673	\$1391.55
56	Alamance	150.27	23.20	1.26	8.70	2.64	151,131	\$994.30
78	Montgomery	23.62	2.31	0.1	1.12	2.20	27,798	\$849.70
72	Yadkin	31.31	5.20	0.32	1.71	0.77	38,406	\$815.24
73	Randolph	115.43	17.05	0.89	6.88	1.86	141,752	\$814.31
76	Davidson	131.74	17.99	0.91	7.28	4.27	162,878	\$808.83
74	Davie	30.45	5.30	0.27	1.70	0.53	41,240	\$738.36
82	Rockingham	60.05	9.58	0.52	3.23	1.45	96,643	\$621.35
93	Stokes	21.27	2.63	0.13	1.09	0.83	47,401	\$448.72
97	Caswell	7.39	0.74	0.04	0.36	0.53	23,719	\$311.56
	State	18421.06	4192.47	188.42	959.61	560.93	9,535,475	\$1,931.84

2011 NC County Tourism Statistics Triad Counties Ranked by PERCENTAGE CHANGE 2003-2011							
County	Expenditures	Payroll	Employment	State Tax Receipts	Local Tax Receipts	Population	Per Capita Expenditures
Surry	+65.49	+29.29	+15.15	+58.89	+52.08	73,673	+61.55
Montgomery	+46.80	+15.50	0	+41.77	+35.80	27,798	+44.29
Forsyth	+46.46	+14.21	+2.74	+39.15	+33.79	350,670	+32.79
Davidson	+41.60	+8.70	-4.39	+34.32	+30.18	162,878	+32.11
Alamance	+40.10	+12.57	0	+33.03	+29.41	151,131	+26.52
Caswell	+37.87	+8.82	0	+33.33	+29.27	23,719	+19.95
Randolph	+37.52	+5.38	-4.30	+31.30	+30.01	141,752	+30.56
Stokes	+32.28	+3.95	-7.14	+26.74	+22.06	47,401	+27.39
Davie	+32.10	+5.79	0	+26.87	+20.45	41,240	+18.98
Yadkin	+29.54	+1.76	-8.57	+24.82	+18.46	38,406	+24.62
Guilford	+26.67	+0.06	-9.44	+22.11	+16.66	488,406	+11.80
Rockingham	+21.31	-1.24	-11.86	+17.02	+12.40	96,643	+16.00
Average	+38.14	+4.01	-2.32	+30.65	+27.55	136,976	+28.88

2011 NC County Tourism Statistics – I-85 CORRIDOR COUNTIES							
County (Ranked by Expenditures)	Expenditures	Payroll	Employment	State Tax Receipts	Local Tax Receipts	Population	Per Capita Expenditures
Mecklenburg	4116.75	1355.03	43.26	198.91	103.17	919,628	4476.54
Guilford	1,093.05	261.58	11.79	57.55	25.08	488,406	\$2,237.89
Durham	590.54	118.63	7.20	32.62	17.27	267,587	2206.91
Cabarrus	340.08	72.93	3.79	20.10	5.59	178,011	1910.44
Orange	156.82	28.72	1.65	8.60	3.04	133,801	1172.04
Alamance	150.27	23.20	1.26	8.70	2.64	151,131	\$994.30
Davidson	131.74	17.99	0.91	7.28	4.27	162,878	\$808.83
Rowan	130.62	20.67	1.18	7.07	4.32	138,428	943.60
Randolph	115.43	17.05	0.89	6.88	1.86	141,752	\$814.31
Vance	41.76	5.45	0.28	2.41	1.22	45,422	919.38
Granville	40.89	4.90	0.28	2.32	1.12	59,916	682.46
Warren	23.64	2.78	0.12	0.89	2.05	20,972	795.42
Average	602.63	160.74	6.05	29.44	14.3	225,660	2670.55

Source: North Carolina Department of Commerce

APPENDIX K - Existing Recreation Assets in Davidson County – So

[illegible]

APPENDIX K - Existing Recreation Assets in Davidson County – Sorted B

Park or Facility Name	Park District	Ownership	Park Category	Parking	Restrooms	Bleachers/ seating	Baseball/ Softball field	Basketball court	Bicycle trails (Paved/Unpaved)
Schools / Educational Facilities									
Davidson County Community College	Northeast	State		Paved	X				X
Central Davidson Sr. High	Central	Public School		Paved		X	X	X	
East Davidson Sr. High	Northeast	Public School		Paved		X	X	X	
Ledford Sr. High	Northeast	Public School		Paved		X	X	X	
North Davidson Sr. High	North	Public School		Paved		X	X	X	
South Davidson High	South	Public School		Paved		X	X	X	
West Davidson Sr. High	West	Public School		Paved		X	X	X	
Brown Middle School	Northeast	Public School		Paved		X	X	X	
Central Davidson Middle	Central	Public School		Paved		X	X	X	
Ledford Middle	Northeast	Public School		Paved		X	X	X	
North Davidson Middle	North	Public School		Paved		X	X	X	
South Davidson Middle	South	Public School		Paved		X	X	X	
Tyro Middle	West	Public School		Paved		X	X	X	
Brier Creek Elem.	Northeast	Public School		Paved					
Churchland Elem.	West	Public School		Paved				X	
Davis Townsend Elem.	Central	Public School		Paved					
Denton Elem.	South	Public School		Paved				X	
Fair Grove Elem.	Northeast	Public School		Paved				X	
Friedberg Elem.	North	Public School		Paved					

APPENDIX K - Existing Recreation Assets in Davidson County – Sorted B

Park or Facility Name	Park District	Ownership	Park Category	Parking	Restrooms	Bleachers/ seating	Baseball/ Softball field	Basketball court	Bicycle trails (Paved/Unpaved)	
Yadkin River / High Rock / Tuckertown										
Yadkin/PeeDee River Canoe Trail Access	West	Yadkin, Inc								
York Hill Boat Access (HR)	West	Yadkin, Inc.		X						
Southmont Boat Access (HR)	Central	Yadkin, Inc.		X						
Hwy 47 Fishing Access (HR)	Central	NCDOT		X						
Abbotts Creek Fishing Access (HR)	Central	NCDOT		X						
Buddle Creek Boat Access (HR)	Central	Yadkin, Inc.		X						
Flat Swamp Access (HR)	South	Yadkin, Inc.		X						
Linwood Game Land	Central	NCWRC								
High Rock Dam Tailrace Access (TT)	South	Yadkin, Inc.		X						
Bringle Ferry Boat Acess (TT)	South	NCWRC		X						
Cedar Creek Fishing Access (TT)	South	Yadkin, Inc. / NCDOT		X						
Lick Creek Fishing Access (TT)	South	Yadkin, Inc.		X						
Newsome Road Access (TT)	South	Yadkin, Inc.		X						
Golf - Public & Private										
Lexington Municipal Golf Club	Central	Municipal - Lex		X	X					
Winding Creek Golf Club	Northeast	Municipal - Tville		Paved	X					
Meadowlands Golf Course	Northeast	Private Ownership		paved	X					
Privately owned facilities										
YMCA - Thomasville	Northeast	Non-profit		X	X	X		X		
YMCA - Lexington	Central	Non-profit		paved	X	X				

APPENDIX L

Davidson County Parks & Recreation & Tourism Development Master Plan Update and TRIP Strategic Planning Process

**Undertaken by the Tourism-Recreation Investment
Partnership for Davidson County Foundation
2012-2013**

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Addendum: Chapter 2 Update – Current Conditions in
Davidson County

History

In June 2005, a broad coalition of business, government, recreation and tourism interest published the *Davidson County Parks and Recreation and Tourism Development Master Plan*. Funding for the plan came from the Davidson County Commissioners; the cities of Lexington, Thomasville and Denton; the Lexington, Thomasville, Denton and North Davidson Chambers of Commerce; Davidson Vision; Lexington Tourism; and the Davidson County Horseman's Association. More than 60 recreation and tourism task force members developed the recommendations in the plan with extensive citizen input. The Piedmont Triad Council of Governments' staff facilitated the process and drafted the final report

After the publication of the Master Plan in 2005 it was recognized that a formally established community-based organization would be needed to assure the implementation and ongoing relevance of the plan. Accordingly the *Tourism-Recreation Investment Partnership for Davidson County* (TRIP) was formed as a 501(c)(3) nonprofit organization comprised of volunteers working to facilitate community efforts toward the implementation of the *Davidson County Parks and Recreation and Tourism Master Plan*.

Today TRIP's chief focus is the development and enhancement of Davidson County's tourism and recreation infrastructure as a means of furthering economic development and improving the quality of life in Davidson County's communities. TRIP's mission is primarily accomplished by forming and maintaining effective partnerships, collaborations and engagements with both the public and private sectors of Davidson County.

TRIP is governed by a volunteer Board of Directors and a slate of officers elected annually by the Board of Directors. An appropriation within the Davidson County General Fund Budget provides the Foundation with the administrative services of a part-time Executive Director and funds to contribute to selected Master Plan implementation projects and activities.

2013 TRIP Officers and Board of Directors

President: Edgar Miller **Vice President:** Rick Austin **Secretary:** Jerry Dorsett

Executive Director: William Deal

Board of Directors:

<u>Name</u>	<u>Affiliation</u>
Rick Austin	Owner, Abbott's Creek Engineering
Guy Cornman	Director, Davidson County Planning & Zoning
Sim DeLapp Jr.	Member, Civil War Roundtable
Jerry Dorsett	Owner, Dorsett & Associates
Jo Ellen Edwards	Past Executive Director, Uptown Lexington, Inc.
Billy Freeman	J. Smith Young YMCA
Brenda Garner	Co-Owner, Sandy Creek Farm
Jen Hames	Davidson County Health Department
Catherine Hoffmann	Curator, Davidson County Historical Museum
Rusty Hunt	Vice-President, Davidson County Community College
Keith Loflin	Co-Manager, Denton Farm Park
Doug Meredith	Davidson County Horsemen's Association
Edgar Miller	Government Relations Director, Conservation Trust for NC
Arthur Morrison	Owner, Cross Winds Family Campground
Paula Noonan	Realtor, Lake Front Properties
Charles Parnell	Director, Davidson County Parks & Recreation
Chris Phelps	Owner, High Rock Outfitters
Jason Walser	Executive Director-Land Trust for Central North Carolina
Todd Yates	Davidson County Commissioner

TRIP's, history, accomplishments and Davidson County's significant tourism and recreation development milestones include:

 **1999:** *Grassroots Tourism for Davidson County Committee* Grew from a vision of Davidson County Commissioner Billy Joe Kepley Who Believed that Davidson County Could be a Desirable Tourist Destination

 **1999-2002:** Through Funding From Davidson County, *Grassroots Tourism For Davidson County Committee* Produced The First County Wide Brochure "More Than You Imagine", Developed the First and Only County-Wide Tourism

Website, www.Davidsoncountync.Com and Contracted with a Project Coordinator to Manage and Coordinate Projects.

 **2002:** *Grassroots Tourism for Davidson County* Sponsors First “*Capture the Spirit of Davidson County Photo Contest*” to Showcase the Beauty of Davidson County and the County’s Quality of Life

 **2002:** Members of *Grassroots Tourism for Davidson County* and other Community Volunteers Form the *Tourism Development Partnership for Davidson County (TDP)* to Better Describe the Evolving Goals of the Group.

 **2002-2005:** Efforts of the *Tourism Development Partnership for Davidson County* Leads to the Development and Completion of the *Davidson County Parks & Recreation & Tourism Development Master Plan*.

 **2005:** The Tourism Development Partnership Forms the *Tourism Recreation Investment Partnership for Davidson County (TRIP)* to Both Implement and Coordinate Implementation of the Master Plan Recommendations

 **2005:** Tourism spending in Davidson County tops \$100 Million.

 **2006:** TRIP Establishes the Interactive and Enhanced Website www.visitdavidsoncounty.com

 **2006:** TRIP Sponsors and Coordinates Hospitality Training Pilot Project in Conjunction With North Carolina Cooperative Extension Service.

 **2007:** TRIP Formally Organizes as the *Tourism Recreation Investment Partnership for Davidson County Foundation* and Achieves 501(c)(3) Non-Profit Status Authorized to Raise and Disburse Funds for Master Plan Implementation Projects.

 **2007:** TRIP Collaborates With Davidson County Community College on the Development of a Hospitality Training Program.

 **2007:** TRIP Holds Public Workshops to Identify Potential Greenways and Trails in Davidson County. These Workshops Identify the Need for a Greenway Master Plan for Davidson County

 **2007:** TRIP Coordinates a Living History Event in Cooperation With the Davidson County Historical Museum to Publicize the Installation of North Carolina Civil War Trail Markers in Lexington

 **2007:** TRIP Supports the Living History Event “*A Visit with The Boone’s*” at Boone’s Cave Park Conducted by the Davidson County Historical Museum & the Davidson County Recreation Department

 **2008:** TRIP Applies For and is Awarded an Alcoa Foundation Grant for the Development of the *Boones Cave Park Development Master Plan*

 **2008:** TRIP Applies For and is Awarded an Alcoa Foundation Grant For the Development of the *Davidson County Blueway Master Plan*

 **2008:** TRIP Collaborates and Leads Efforts Creating “*Your Space-Your Pace*” Brand Logo for Davidson County

 **2007-2010:** TRIP Sponsors Newell Clark Creative Photography Workshops

 **2008:** *Davidson County Greenway Master Plan* Draft Completed

 **2009:** TRIP Endorses Establishment of the Lick Creek Church Road as an Extension of the Uwharrie Scenic By-Way, Subsequently Approved by the NC Department of Transportation

 **2009–2012:** TRIP Collaborates With City of Lexington and North Carolina Department of Transportation on the Redevelopment of Former Lexington Home Brands Furniture Factory Site and the Establishment of Daily Passenger Rail Service to Davidson County

 **2010:** TRIP Engages with the *North Carolina Daniel Boone Heritage Trail Committee* to Assure that Davidson County is Featured Prominently on the Proposed Multi-County Driving Trail.

 **2010:** *Hamby Creek Equestrian Trail* Opens on Reclaimed Land at the Davidson County Landfill. TRIP Procured Grant Funding on Behalf of the *Davidson County Horsemen’s Association* to Assist Funding the Project. The Trail is the Result of the dedicated Volunteer efforts of the Horsemen’s Association.

 **2010:** TRIP Endorses Davidson County's Agreement With the North Carolina Department of Transportation to Take Ownership of Historic Wil-Cox Bridge For Future Use as a Public Park & Historical Landmark

 **2010:** TRIP Awards Grant to Uptown Lexington, Inc. to Repaint & Refurbish "*Start With Your Heart*" Walking Trail Markers.

 **2010:** TRIP Participates With City of Lexington in Successful \$700,000 Planning Grant Application for Rail Depot & Multi-Modal Transportation Facility on Former LHB Property.

 **2010:** TRIP Establishes *History, Agritourism & Rural Heritage* Work Area – Sponsor & Conducts "Rural Roots Tour" of Western Davidson County Showcasing Davidson County's Rural Heritage and Agritourism Industry.

 **2011:** Statistics From the North Carolina Department of Commerce Revealed Visitor Spending in Davidson County Grew 10.7% Between 2009 and 2010 to Reach \$118.92 Million. Only 13 of 100 North Carolina Counties Saw Double-Digit Spending Growth From 2009 – 2010.

 **2011:** Statistics From the North Carolina Department of Commerce Revealed that in 2010 Tourism in Davidson County Created 880 Jobs with an Annual Payroll of \$16.84 Million and Yielded \$4.08 Million in Local Tax Revenues.

 **2011:** TRIP Creates Power Point Presentation "*Tourism in Davidson County*" to Inform and Educate the Citizens About Davidson County's \$118 Million Tourism Industry

 **2011:** TRIP Sponsors & Conducts "Rural Roots Tour" of Southern Davidson County Showcasing Davidson County's Rural Heritage and Agritourism Industry.

 **2011:** TRIP Conceives and Coordinates Inaugural *Southern Gateway Wine Festival* Featuring the Wines and Wineries of Davidson County

 **2011:** TRIP Sponsors and Collaborates With Uptown Lexington on the *Inaugural BBQ Capital Cook-Off*. The Cook-Off is Intended as an Annual Springtime Event to Complement the Barbecue Festival in the Fall.

 **2011:** TRIP Co-Sponsors the *Miller Hamlet Heritage Hike* in Conjunction with the Trading Path Association to Publicly Illustrate the Rich Recreational Potential of the Abbotts Creek Arm of High Rock Lake.

 **2011:** The Land Trust for Central North Carolina Announces Acquisition of a Large Tract of Land at the Confluence of the Yadkin and South Yadkin Rivers. TRIP was Actively Engaged in Early Discussions of Possible Recreational Uses of the Property and Will Continue Engagement With the Land Trust as Possible Uses of the Property are Assessed.

 **2011:** Final Draft of the *Lower Abbotts Creek Watershed Restoration Plan* is Completed. TRIP was Engaged Throughout the Development of this Plan which is Intended to Improve the Water Quality of Abbotts Creek which is a Major Tributary of High Rock Lake.

 **2011:** TRIP Awards Grant to the *Thomasville Tourism Commission* for the May 2012 Observance of Heritage Days in Thomasville, Commemorating Thomasville's Role in the Civil War and World War I.

 **2011:** *Abbotts Greenway Trail Project* is Initiated as a Pilot Project of the *Davidson County Greenway Plan*.

 **2011:** TRIP Collaborates with Davidson County & the Piedmont Triad Regional Council to Establish & Complete Draft of the *Davidson County Blueway Master Plan*. The Plan was Funded Through Grants Awarded to TRIP by the Alcoa Foundation in 2008.

 TRIP Convenes the *High Rock Lake Focus Group* Dedicated to Insuring the Enhancement, Improvement And Preservation of Davidson County's High Rock Lake as a Key Tourism and Recreational Asset.

 **2011:** TRIP Collaborates with Davidson County & the Piedmont Triad Regional Council to Establish & Complete Draft of the *Boones Cave Park Development Master Plan*. The Plan was Funded Through Grants Awarded to TRIP by the Alcoa Foundation in 2008.

 **2012:** TRIP Initiates Collaboration on Establishing the *Daniel Boone Heritage Canoe Trail* on the Yadkin River as Pilot Project to the *Davidson County Blueway Master Plan*.



2012: TRIP Initiates Tourism & Recreation Strategic Planning Process to Assure Maximum Outcomes of Community Tourism & Recreation Promotion & Development Efforts.



2012: Davidson County rises to 28th of 100 NC counties in visitor spending at \$131.74 million. Davidson County's 2010-2011 increase of 10.78% was the second largest increase among NC counties.

Background and Methods

In 2012, more than five years after the adoption of the Master Plan, the TRIP board determined the Master Plan needed updating to assure the plan's continuing relevance. The Board also determined TRIP needed to develop a strategic plan to chart TRIP's path forward toward the implementation of the updated plan. The primary goals of the strategic planning process were to:

- Update the Master Plan to maintain eligibility and preference for grants from the NC Parks and Recreation Trust Fund (PARTF) and other funding sources.
- Provide TRIP's part time executive director with guidance and work plan priorities given limited resources and time.
- Focus TRIP's fundraising and grant writing efforts on priority projects with broad-based community support.
- Identify opportunities to better coordinate the county's tourism and recreation organizations and agencies.
- Leverage resources to build TRIP's capacity to develop and promote tourism and recreation assets in the county.

The TRIP board established a Strategic Planning Committee (SPC) to oversee the review of the Master Plan and the development of the strategic plan recommendations. See Attachment A for a list of the SPC members. The SPC assessed whether or not a project recommended in the Master Plan had been completed and numerically ranked the recommendations in the Master Plan based on their current relevance, anticipated impact, feasibility, sustainability and the necessity of TRIP's involvement in implementing the recommendation. See Attachment B for a list of the 2005 Master Plan recommendations and the SPC rankings.

This report includes an overview of the findings of the SPC, results of stakeholder interviews and the focus groups and list of summary priority recommendations based on the commonalities found in each of these outreach initiatives.

Findings of 2005 Master Plan Review

The initial step in the Strategic Plan (SP) process was a review of the 2005 Master Plan recommendations assessing the status of each recommendation and assigning qualitative rankings to those recommendations based on present day realities. Following this process the Strategic Planning Committee (SPC) reached the following conclusions:

- 1) Several projects or recommendations in the Master Plan (MP) have been addressed and completed, including the:
 - a. County-wide Greenway Plan for walking, jogging and biking trails.
 - b. County-wide Blueway plan for canoe and kayak paddle trails, including waterway access and navigational tools.
 - c. Boone's Cave Park Master Plan for expanding and upgrading park facilities.
 - d. PARTF improvements at Lake Thom-a-Lex, including playground and picnic facilities.
 - e. County tourism website.
- 2) Improvements and/or expansion of community parks (Denton, East Optimist, Linwood) are in progress, have been completed or space constraints limit further developments. The county is no longer pursuing a new North Davidson community park as recommended in the Master Plan. Potential for further expansion of the Southmont community park as recommended needs to be reconsidered in light of new school facilities and other community developments (i.e., walking trail beside Southmont Fire Department, NCDOT construction).
- 3) The highest ranked priorities based on the SPC's review of the 2005 Master Plan recommendations (15 points maximum) were as follows:
 - a. Implementation of Phase 1 and 2 of the Blueway Plan. (15 points)
 - b. Research new opportunities for agritourism, paddling trails and local foods. (15 points)
 - c. Develop networks, alliances and partnerships to implement Master Plan. (14 points)
 - d. Implementation of Phase 1 of the Greenway Plan from Lake Thom-a-Lex to Finch Park along Abbotts Creek. (14 points)
 - e. Lake Thom-a-Lex expansion and Greenway around the Lake. (14 points)
 - f. Boone's Cave expansion and facility upgrades. (13 points)
 - g. Build tourism development capacity and infrastructure. (14 points)
 - h. Development of Alcoa-Tuckertown Lake Park. (13 points)

- i. Develop multi-use sports complex (13 points)
- j. Build positive image of Davidson Co. through public relations campaign (13 points)
- k. Provide high-quality visitor services in short term, including updated website. (13 points)
- l. Promote existing tourism assets. (13 points)

4) Second level priorities.

- a. Provide high quality visitor services mid-term, including information kiosks, service employee hospitality training and possible alcohol sales. (12 points)
- b. Develop new tourism assets including retail/lodging facilities, thematic trails, recreational opportunities, and new events and festivals. (12 points)
- c. Agricultural/entertainment complex. (11 points)
- d. Protect sensitive, private and endangered natural resources. (11 points)
- e. Research diamonds in the rough (i.e., frontier and African American heritage). (11 points)

Stakeholder Interviews and Focus Groups

As part of TRIP's strategic planning process, the TRIP board President and Executive Director interviewed nineteen key stakeholders involved in the implementation of tourism and recreation initiatives throughout the county. The interviews were conducted from late March through early August. See Attachment C for a list of the 14 questions and Attachment D for a list of the stakeholders interviewed.

In addition to the stakeholder interviews, TRIP held two focus groups in conjunction with the quarterly Davidson County Tourism Industry Partnership (TIP) meeting on May 10. Twenty-six representatives from private tourism venues, recreation organizations and public sector tourism agencies participated. Staff from the Piedmont Triad Council of Governments conducted the focus groups and tabulated the participants' response using a real time clicker response system. See Attachment E for a summary of the focus group results.

The purpose of these interviews and focus groups was to determine the level of awareness of the recommendations in the 2005 Master Plan published. They were also designed to solicit feedback on which of those recommendations should continue to be a TRIP priority and which should be relegated to a lower priority or no longer pursued.

Summary of Major Findings

- 1) Most of the stakeholders interviewed and 80 percent of the focus group participants were generally aware of the Master Plan and its major recommendations.
- 2) Most of the stakeholders felt there is a greater need for passive recreational opportunities (hiking, biking, nature parks, etc.) in the county, but focus group participants by a margin of 3-to-1 felt TRIP's number one priority should be the development of a multi-field athletic complex that could accommodate traveling teams and tournaments.
- 3) The SPC and the stakeholders placed high priority on TRIP's efforts to develop greenways for hiking and biking and blueways for canoeing and kayaking.
- 4) The SPC and the stakeholders also placed emphasis on the need to continue efforts to expand and enhance existing park facilities at Boone's Cave Park, Finch Park and Lake Thom-a-Lex. Stakeholder also stressed the importance of TRIP playing a leadership role in publicly advocating for more park and recreational facilities throughout the county.
- 5) Key stakeholders identified the potential to expand both active and passive community recreational facilities on land purchased for new schools throughout the county, through partnerships between TRIP, the county recreation department and school system, booster clubs and other civic organizations.
- 6) Stakeholders identified High Rock Lake, Boone's Cave Park, Finch Park, Lake Thom-a-Lex, greenways, a sports complex and a multiple purpose entertainment complex/conference center as the most underdeveloped recreational and tourism opportunities in the County.
- 7) Several stakeholders and the SPC identified the ongoing need for a multi-purpose entertainment complex and conference center as a major priority.
- 8) Stakeholders and focus group participants recommended greater coordination between county tourism and recreation agencies and organizations, including leveraging financial and staff resources to achieve common goals.
- 9) Several stakeholders stressed the need for increased investment by city and county governments in developing needed recreation and tourism facilities, including the need for a youth center and expanded youth programming.

- 10) Stakeholders, the SPC and focus group participants encouraged TRIP to take a leadership role in developing thematic trails (agritourism, heritage tourism) and working to protect natural resources that make Davidson County an attractive place to visit.

Attachment A

TRIP Strategic Planning Committee Members

Edgar Miller, TRIP President

Rick Austin, TRIP Vice President

Jerry Dorsett, TRIP Secretary

Chris Phelps, TRIP Treasure

Charles Parnell, TRIP Board Member and Director of the Davidson County Recreation
Department

Guy Cornman, TRIP Board Member and Director of Davidson County Planning
Department

Ben Ross, TRIP Board Member and former Executive Director, Davidson Vision

William Deal, TRIP Executive Director

Attachment B Master Plan Recommendation Review

Relevance (2012 relevance compared to their relevance in 2005)
More Relevant (3), Equally Relevant (2), Less Relevant (1)

Anticipated Impact (on visitor traffic/spending; on quality of life)
Significant (3), Moderate (2), Low (1)

Feasibility (considering available assets & resources, political environment, community interest/demand)
High- Achievable in Less Than 2 Years (3), Medium- Achievable in 2-5 Years (2), Low-Achievable in over 5 years (1)

Sustainability (is a tangible asset produced and what is the expected productive life span of the resulting asset?)
High: Over 5 years (3); Medium: 2-5 Years (2); Low: Less than 2 years (1)

Necessity (and nature of TRIP's role to assure accomplishment): **High-Lead Role (3); Medium-Substantial Role (2); Low-Peripheral Role (1)**

Status to Date: **No Measurable Action (N-A); In Process With Measurable Accomplishments (I-P); Essentially Complete (C)**

Implementation Time Frames as Defined by Master Plan:

Short-Range (2006 - 2010)	Mid-Range (2011 – 2015)	Long-Range (2016 – 2020)
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Master Plan Recommendations: Recreation (Table 19, Page 38)	Tourism	Recreation	Status	Relevance	Impact	Feasibility	Sustainability	Necessity	Total
Denton Park: Complete Improvements		X	C						
Lake Thom-A-Lex Park: Complete PARTF Improvements		X	C						
East Optimist Park: Improvements or Park Expansion Master Plan		X	C						
Boones Cave Park: Improvements or Park Expansion Master Plan	X	X	C						

North Davidson Park: Land Acquisition and Master Plan (to replace Reedy Creek Park)		X	NA	1	1	1	1	1	5
County Greenway Master Plan: Develop a countywide plan outlining multiple sections, phases, partners	X	X	C						
County Blueway Master Plan: Develop a countywide plan outlining multiple sections, phases, partners	X	X	C						
ALCOA Park-Tuckertown Lake: Build support and partnerships; identify potential sites; seek to negotiate the acquisition of land, easements or leases	X	X	NA	2	3	2	3	3	13
Lake Thom-A-Lex Park: Potential park expansion and connection to Greenway Master Plan	X	X	IP	3	3	3	3	2	14
East Optimist Park: Potential park expansion – Phase 1 improvements		X	C						
Boones Cave Park Expansion: Phase 1 improvements/Greenway	X	X	IP	3	3	2	3	2	13
North Davidson Park: Phase 1 implementation		X	NA						
Southmont Park: Improvements or park expansion master plan (based on partnership with school & NCDOT road improvements)		X	IP	2	2	3	3	1	11
Linwood Park: Improvements or park expansion master plan (based on ALCOA land acquisition)		X	NA	1	1	1	1	1	5
County Greenway Master Plan: Phase 1 implementation	X	X	IP	3	3	2	3	3	14
County Blueway Master Plan: Phase 1 & 2 implementation	X	X	IP	3	3	3	3	3	15
ALCOA Park-Tuckertown Lake: Continue to build support and partnerships; identify potential sites; seek to negotiate the acquisition of land, easements or leases; develop a detailed master plan	X	X	NA	2	3	2	3	3	13

Sports Complex: Build support & partnerships; identify sites; acquire land, easements or leases; develop master plan	X	X	NA	3	3	2	3	2	13
Lake Thom-A-Lex Park: Potential park expansion and greenway; Phase 1 improvements	X	X	See above						
East Optimist Park: Potential park expansion; Phase 2 improvements		X	C						
Boones Cave Park Expansion: Phase 2 improvements; greenway	X	X	See Above						
North Davidson Park: Phase 2 implementation		X	See Above						
Southmont Park: Potential park expansion; Phase 1 improvements		X	See Above						
Linwood Park: Potential park expansion; Phase 1 improvements		X	See Above						
County Greenway Master Plan: Phase 2 implementation	X	X	See Above						
ALCOA Park-Tuckertown Lake: Phase 1 implementation	X	X	See Above						
Sports Complex: Phase implementation	X	X	See Above						
Agriculture Complex: Build support & partnerships; identify site(s); acquire land; master plan	X	X	IP	2	3	1	2	3	11
Master Plan Recommendation: Tourism (Table 22, Page 83)									
Build Capacity and Infrastructure: (1) Clarify and establish the roles & responsibilities of key tourism coordinating mechanisms (2) Identify and pursue financial resources necessary to sustain on-going tourism initiatives (e.g. occupancy tax)	X		IP	3	3	2	3	3	14
Build a Positive Image: Pursue a public relations campaign that provides a positive and compelling story about the County	X		IP	3	3	2	2	3	13
Provide High-Quality Visitor Services: (1)	X		IP	2	3	3	3	2	13

Improve the County's tourism website to provide a user-friendly interface with powerful interactive capabilities (2) Provide wireless internet services in downtowns and at other strategic tourism attractions in the County									
Aggressively Promote Ready Assets: Promote primary anchors and events	X		IP	2	3	3	3	2	13
Develop New Assets: (1) Foster, support and pursue development of major anchor retailers along the key corridors (2) Explore the opportunities and benefits of a two-day Barbecue Festival and Everybody's Day Festival (3) Link music and BBQ	X		IP	2	3	1	2	2	10
Protect Private, Sensitive or Endangered Resources: Foster support and pursue protection efforts through County development regulations and non-profit advocacy groups	X	X	IP	3	2	2	2	2	11
Research Opportunities (Diamonds in the Rough): (1) Southern Cuisine (2) Agritourism (3) Fishing and Paddling Trails	X	X	IP	3	3	3	3	3	15
Provide High Quality Visitor Services: (1) Provide information kiosks at major attractions and events (2) Provide hospitality training to key service industry employees (3) Continue to discuss the availability of alcohol as a potential tool to enhance tourism in the County	X		NA	2	3	2	2	3	12
Develop New Assets: (1) Boones Cave Park (2) Piedmont Frontier Festival (3) Furniture Festival (4) Hairston Reunion Events (5) Multi-Purpose Complex (6) High Rock Lake Festival (7) Theme Trails (NASCAR, Furniture, Art, Agriculture) (8) Outdoor recreation opportunities	X	X	IP	2	3	2	2	3	12
Research Opportunities (Diamonds in the	X		IP	2	2	2	3	2	11

Rough): (1) Piedmont Frontier Heritage (2) African-American Legacy (3) European-American Legacy									
Develop Networks, Alliances and Partnerships: (1) Master plan and develop greenway and blueway sections (2) Identify and pursue scenic by-ways	X	X	IP	3	3	2	3	3	14
Develop New Assets: (1) Barbecue Museum (2) ALCOA Park on Tuckertown Lake (3) Theme Trails (Civil War, Frontier Heritage & Trading Path, revolutionary War) (3) German History Conference	X		NA	2	3	1	3	3	12

Attachment C

TRIP Strategic Planning Process Stakeholder Interview Questions:

1. Are you aware of the content of the Davidson County Tourism Development and Parks and Recreation Master Plan?
2. What projects and recommendations in the Davidson County Tourism Development and Parks and Recreation Master Plan does your organization/agency think need to be addressed in the short term /long term or dropped from further consideration? (See attached list)
3. Are the recreational needs of the citizenry being met?
4. Is there any age group, geographic area of the County, or population currently under served?
5. Do we have a balance between “passive” and “active” recreational activities?
6. What do you consider the most under developed recreational or tourism opportunity in the County?
7. What are your organization/agency’s top priorities relative to tourism development and recreation in the county?
8. What is being done to advance those priorities?
9. What can TRIP do to support those priorities?
10. What should TRIP’s priorities be?
11. What can your organization/agency do to help support TRIP?
12. How can tourism development and recreation projects and organizations be better coordinated and resources leveraged?
13. Is there adequate information being given to the local public regarding recreational opportunities and events?
14. Once the Master Plan is revised and updated, what process of public comment do you feel is required for a fair public review before presentation for adaptation?

Attachment D

Stakeholders Interviewed March, 2012 – February, 2013

1. Newell Clark, Mayor, City of Lexington
2. Gene Klump, Executive Director, Lexington YMCA
3. Robin Bivens, Executive Director, Lexington Tourism Authority
4. Jeanne Leonard, President, Lexington Tourism Authority
5. Mark Scott, Executive Director, Thomasville Tourism Commission
6. Burr Sullivan, Executive Director, Lexington Chamber of Commerce
7. Doug Croft, Executive Director, Thomasville Chamber of Commerce
8. Steve Gooze, Executive Director, Davidson County Economic Development Commission
9. Jo Ellen Edwards, Executive Director, Uptown Lexington
10. Dr. Fred Mock, Superintendent, Davidson County Schools
11. Charles Parnell, Director, Davidson County Recreation Department
12. Bruce Davis, Director, City of Lexington Recreation Department
13. Jen Hames, Chief Health Educator, Davidson County Health Department
14. Troy Coggins, Director, Davidson County Cooperative Extension Service
15. Mary Rittling, President, Davidson County Community College
16. Scott Morris, Mayor of Denton
17. Victor Pizzurro, Town Manager of Denton
18. Joe Bennet, Mayor of Thomasville
19. Kelly Craver, City Manager of Thomasville

Attachment E
Tourism-Recreation Investment Partnership Survey
May 10, 2012 Tourism Industry Partnership Meeting
Holiday Inn Express-The Vineyards, Lexington, NC

Overview

The survey was conducted on May 10, 2012 during a normal meeting of the Davidson County Tourism-Recreation Investment Partnership, primarily representing private industry. The same questions were asked of tourism and government staff in a separate meeting. There were a total of 26 responses to the survey from both meetings. Audience Response Technology was used to instantly show meeting attendees the question answers, which was also used to compile the survey results. Some sample questions (not shown here) were used to allow for audience members to familiarize themselves with the technology. The following questions and answers show the combined results of both meetings unless otherwise noted.

Who do you represent? (multiple choice)	Responses	
Government Agency	5	20%
Private Enterprise	13	52%
Other	7	28%
Totals	25	100%

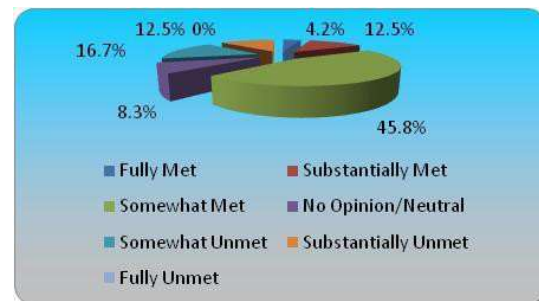
My primary interest is... (multiple choice)	Responses	
Tourism	17	68%
Recreation	5	20%
Other	3	12%
Totals	25	100%

1. Before today were you aware of the Davidson County Parks and Recreation and Tourism Development Master Plan of 2005? (multiple choice)	Responses	
Yes	20	80%
No	5	20%
Totals	25	100%

2. If you answered yes to the previous question, have you had an opportunity to review the Master Plan and become familiar with its contents? (multiple choice)	Responses	
Yes	10	50%
No	10	50%
Totals	20	100%

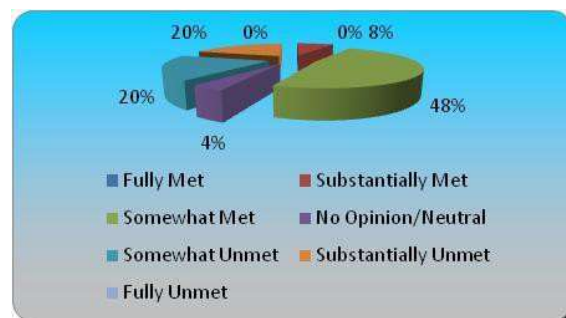
3. To what degree are the ACTIVE RECREATIONAL needs of the residents of Davidson County being met? (multiple choice)

	Responses	
Fully Met	1	4.17%
Substantially Met	3	12.50%
Somewhat Met	11	45.83%
No Opinion/Neutral	2	8.33%
Somewhat Unmet	4	16.67%
Substantially Unmet	3	12.50%
Fully Unmet	0	0%
Totals	24	100%



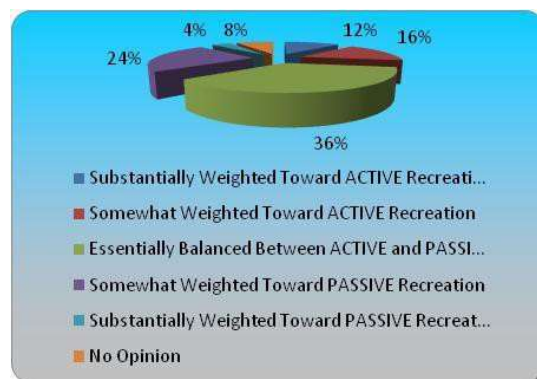
4. To what degree are the PASSIVE RECREATIONAL needs of the residents of Davidson County being met? (multiple choice)

	Responses	
Fully Met	0	0%
Substantially Met	2	8%
Somewhat Met	12	48%
No Opinion/Neutral	1	4%
Somewhat Unmet	5	20%
Substantially Unmet	5	20%
Fully Unmet	0	0%
Totals	25	100%



5. Is the balance between Passive and Active recreational opportunities within Davidson County: (multiple choice)

	Responses	
Substantially Weighted Toward ACTIVE Recreation	3	12%
Somewhat Weighted Toward ACTIVE Recreation	4	16%
Essentially Balanced Between ACTIVE and PASSIVE Recreation	9	36%
Somewhat Weighted Toward PASSIVE Recreation	6	24%
Substantially Weighted Toward PASSIVE Recreation	1	4%
No Opinion	2	8%
Totals	25	100%



6. What Should TRIP's THREE Top Priorities be? Top choice entered first, Second next, Third last (priority ranking – weighted vote 1=10, 2=8 and 3 =6)	Responses	
<i>The Establishment of NEW Tourism Attractions and Infrastructure</i>	110	17.80%
<i>The Enhancement of EXISTING Tourism Attractions and Infrastructure</i>	144	23.30%
<i>Sponsoring and/or Organizing Special Events Highlighting Davidson County's Tourism Attractions</i>	96	15.53%
<i>Educating and Informing the Public of the Value of Davidson County's Tourism Industry</i>	122	19.74%
<i>Enhancing Davidson County's Public Image</i>	82	13.27%
<i>Improving Visitor Amenities and Visitor Experience</i>	64	10.36%
<i>Other</i>	0	0%
<i>No Opinion</i>	0	0%
Totals	618	100%



7. What Should TRIP's SINGLE Top Priority be? (multiple choice)	Responses	
The Establishment of NEW Tourism Attractions and Infrastructure	8	30.77%
The Enhancement of EXISTING Tourism Attractions and Infrastructure	7	26.92%
Sponsoring and/or Organizing Special Events Highlighting Davidson County's Tourism Attractions	2	7.69%
Educating and Informing the Public of the Value of Davidson County's Tourism Industry	6	23.08%
Enhancing Davidson County's Public Image	1	3.85%
Improving Visitor Amenities and Visitor Experience	2	7.69%
Other	0	0%
No Opinion	0	0%
Totals	26	100%

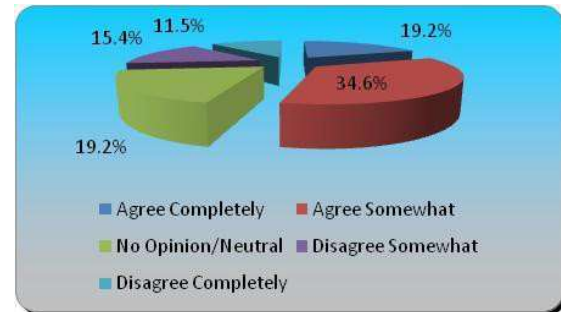


8. Regarding Davidson County Resident's Awareness of Local Recreational Offerings and Opportunities, Do You Feel That Davidson County Residents are: (multiple choice)	Responses	
Fully Aware of Their Opportunities	1	3.85%
Substantially Aware of Their Opportunities	1	3.85%
Somewhat Aware of Their Opportunities	7	26.92%
No Opinion/Neutral	0	0%
Somewhat Unaware of Their Opportunities	12	46.15%
Substantially Unaware of Their Opportunities	5	19.23%
Fully Unaware of Their Opportunities	0	0%
Totals	26	100%



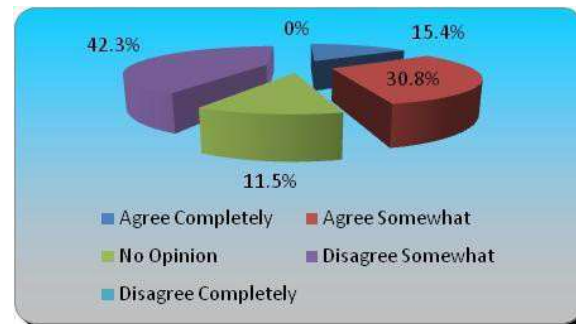
9. I clearly understand the roles, missions and functions of the various tourism and economic development interests in Davidson County (Thomasville Tourism Commission, Lexington Tourism Authority, TRIP, Uptown Thomasville, Uptown Lexington, Chambers of Commerce, etc.) (multiple choice)

	Responses	
Agree Completely	5	19.23%
Agree Somewhat	9	34.62%
No Opinion/Neutral	5	19.23%
Disagree Somewhat	4	15.38%
Disagree Completely	3	11.54%
Totals	26	100%



10. I believe that the various tourism and economic development interests in Davidson County work in a coordinated manner that maximizes results and minimizes duplication. (multiple choice)

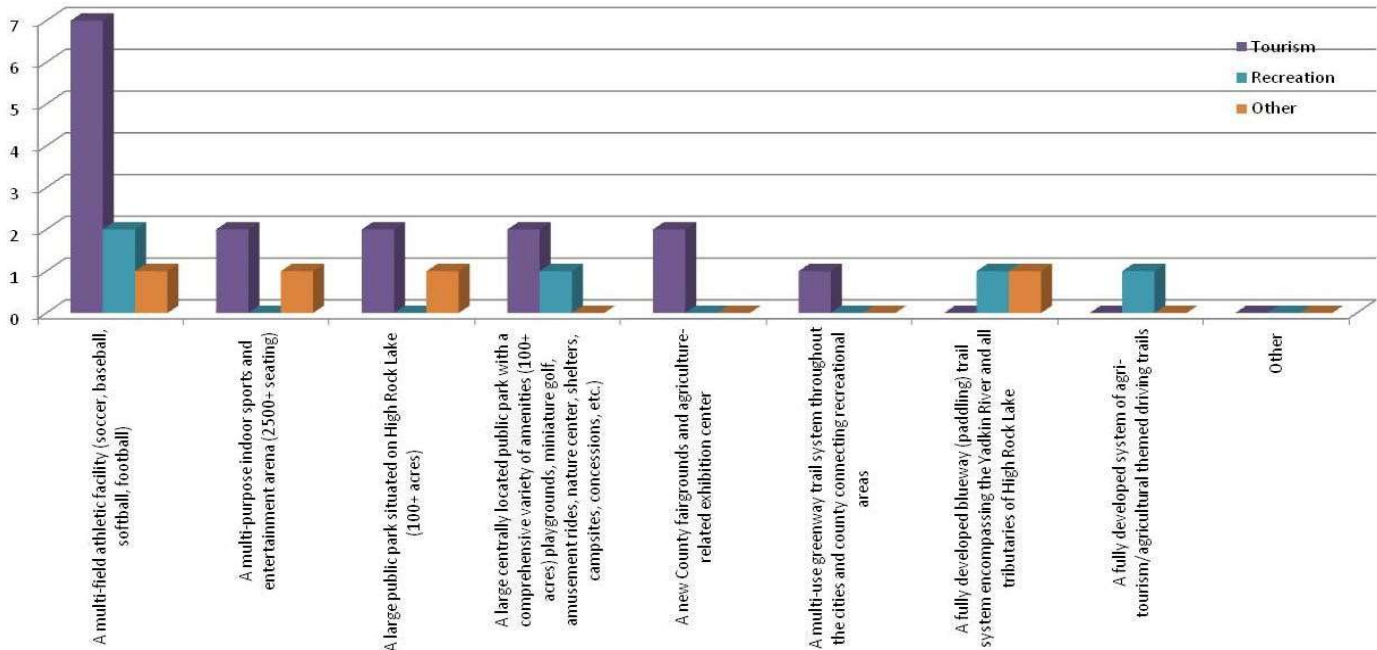
	Responses	
Agree Completely	4	15.38%
Agree Somewhat	8	30.77%
No Opinion	3	11.54%
Disagree Somewhat	11	42.31%
Disagree Completely	0	0%
Totals	26	100%



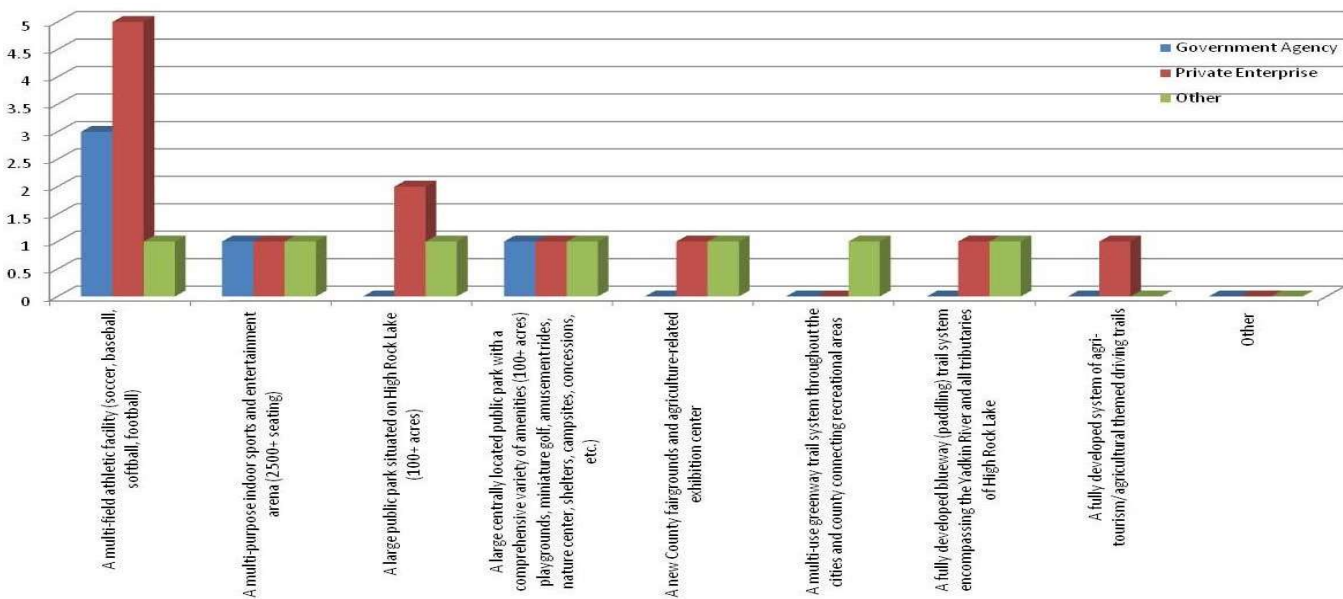
11. If you had a magic wand could, which ONE of the following tourism/recreation assets would instantly appear in Davidson County... (multiple choice)

	Responses	
A multi-purpose indoor sports and entertainment arena (2500+ seating)	3	12%
A large public park situated on High Rock Lake (100+ acres)	3	12%
A multi-use greenway trail system throughout the cities and county connecting recreational areas	1	4%
A multi-field athletic facility (soccer, baseball, softball, football)	10	40%
A large centrally located public park with a comprehensive variety of amenities (100+ acres) playgrounds, miniature golf, amusement rides, nature center, shelters, campsites, concessions, etc.)	3	12%
A fully developed blueway (paddling) trail system encompassing the Yadkin River and all tributaries of High Rock Lake	2	8%
A new County fairgrounds and agriculture-related exhibition center	2	8%
A fully developed system of agri-tourism/agricultural themed driving trails	1	4%
Other	0	0%
Totals	25	100%

Applying a demographic filter to question 11 above, the following shows how answers were received from attendees representing Tourism, Recreation or Other.

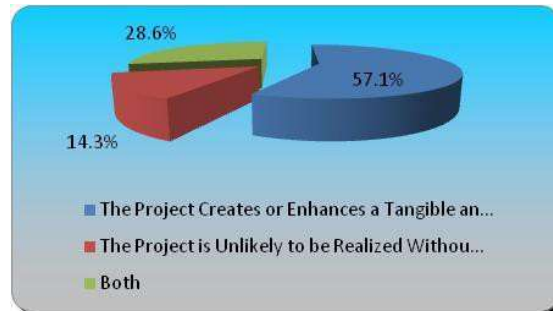


Applying a different demographic filter to question 11 above, the following shows how answers were received from attendees representing Government, Private Enterprise or Other.



The following question was asked only of the tourism and government staff:

12. What is the most important are the following criteria for determining TRIP priorities? (multiple choice)		Responses
The project creates or enhances a tangible and lasting tourism recreation asset	4	57.14%
The project is unlikely to be realized without significant TRIP input and involvement	1	14.29%
Both	2	28.57%
Totals	7	100%



Parks & Recreation Update Narrative

In 2005 the original Davidson County Parks & Recreation & Tourism Development (PRTD) Master Plan identified “a general mismatch between the County’s existing park resources and the expectations and high demand for countywide recreation facilities.” Using several measurement methods the 2005 PRTD Master Plan arrives at an assessment that Davidson County is underserved with regards to the supply of public recreational lands and facilities.

Since 2005 the county has relinquished the lease of Reedy Creek Park (3.8 acres) and has acquired through purchase Hughes Park in Thomasville (18 acres) resulting in only a slight increase in Davidson County’s park land supply.

This is not to suggest that no progress has been realized in the development of park and recreational assets in the County since 2005. The supply of public park lands is only one measure and does not diminish the various positive trends and developments in the public recreation realm in Davidson County since the adoption of the PRTD Master Plan. The following are examples of these positive trends and developments:

- First it is worthy to note that no public parks and public recreational facilities have been closed since the adoption of the PRTD Master Plan in 2005. The County has maintained the continued operation of all existing public parks and recreational facilities through, beginning in 2007, the most difficult economic conditions seen locally and nationally since the Great Depression.
- The Davidson County Parks and Recreation Department administrative offices were expanded and improved through their relocation to the newly-established Davidson County West Campus at the former Davidson Academy facilities on West Center Street. In addition to new offices and multi-use space, the Parks and Recreation Department programs benefits from a gymnasium and a fitness track added by County staff to the eleven acre campus.
- The County’s existing public parks have seen improvements and enhancements since the PRTD Mater Plan was adopted. The majority of the recommendations shown in Table 19 of the Plan (Recommended Park Development Priorities) are either in progress or have been completed, many by community volunteer booster clubs. The County’s premier public park facility, Boone’s Cave Park has seen significant improvements and enhancements. Further improvements and enhancement will be guided by the 2011 *Boone’s Cave Park Master Plan*. This master plan was funded by a grant from Alcoa Power Generation, Inc.
- Since the PRTD Master Plan’s adoption, Davidson County has demonstrated significant vision and leadership in the development of new public recreational assets. In partnership with the cities of Thomasville and Lexington, the County helped to develop significant enhancement to the recreational facilities at Lake

Thom-A-Lex, a public water supply reservoir owned by Lexington and Thomasville . Davidson County stepped forward and agreed to accept ownership of the Wil-Cox Bridge over the Yadkin River when former partner Rowan County suddenly abandoned cooperative efforts to preserve the historic bridge from demolition. Plans are currently being formulated to integrate the bridge and surrounding public lands into a quality regional recreation asset and tourism attractor for the benefit of Davidson County. Davidson County also partnered with the Davidson County Horsemen's Association in the creation of the Hamby Creek Trail, a multi-use trail situated on re-claimed County landfill property.

- As recommended in the PRTD Master Plan, master plans have been developed to guide the development of greenway trail and blueway (water) trails in Davidson County. Two pilot projects stemming from those plans are underway. A greenway trail from the Lake Thom-A-Lex recreation area to the Lexington Water Treatment plant is under development and the North Carolina Daniel Boone Heritage Canoe Trail on the Yadkin River is under development and nearing completion. The Boone Canoe Trail is a prime example of a single asset contributing to both tourism and recreation and gives truth to the statement in the PRTD Master Plan that *"The county's greatest assets for both recreation and tourism development are its lakes, rivers and streams."*
- Not all the recreational infrastructure of Davidson County is provided by governmental entities. Several private sector entities provide recreational facilities available for public use, most notably Alcoa Power Generation who owns and maintains two boating and two swimming accesses on the Davidson County High Rock Lake. All of these facilities have been significantly improved in recent years.
- In the development of new public school facilities it has become the practice of the Davidson County Public School System to acquire sufficient property to provide for the future development of community recreational facilities adjacent to the school facilities. The requisite strategic placement of public school facilities in the county and the inclusion of recreational assets with those schools helps to assure that future recreational assets may be well dispersed over all of Davidson County and therefore available to all Davidson County citizens.

Tourism Update Narrative

A driving force behind the creation of the Davidson County Parks & Recreation and Tourism Development (PRTD) Master Plan in 2005 was the collapse and exodus of Davidson County's traditional manufacturing economic base. At that time, area leaders assumed it to be unlikely that development within any one economic sector or industry would in the foreseeable future supplant the loss of Davidson County's manufacturing sector. These same leaders surmised that the likely replacement of the manufacturing sector in the local economy would come in the forms of multiple and diverse economic developments which in aggregate would contribute to restoring the community's economic vitality. Area leaders surmised that Davidson County possessed sufficient visitor attractors and hospitality infrastructure for tourism to become a legitimate industry contributing to the local economy if properly nurtured and cultivated.

It is apparent that since the PRTD Master Plan was adopted in 2005, tourism has become a legitimate industry in Davidson County. Between 2003 and 2013 visitors spent over \$1 billion in Davidson County. In 2011 Davidson County ranked 28th among North Carolina's 100 counties in visitor spending at \$131.74 million. Since 2003 visitor spending in Davidson County has increased by 41.6 percent. In percentage growth in visitor spending Davidson County rank fourth out of twelve Piedmont Triad counties. In the original PTRD Master Plan Davidson County's performance in the category of per capita visitor expenditures was identified as being sub-par at a ranking of 76th among North Carolina's 100 counties. This ranking remains unchanged although Davidson County's per capita visitor expenditures have increased by 32.11 per cent since 2003. These statistics warrant further analysis their full meaning. The accompanying tables reveal Davidson County's standings with regards to 2011 tourism statistics provided by the North Carolina Department of Commerce.

The following have been identified as the key factors contributing to the growth of the tourism industry in Davidson County:

- High Rock Lake
- Richard Childress Racing
- Childress Vineyards
- Bob Timberlake Gallery
- Yadkin River
- Yadkin Valley Wine Trail
- History, Heritage & Genealogy
- Barbecue
- Furniture Shopping
- Public Art- Chainsaw Sculpture, Pigs in the City
- Vietnam Veteran's Memorial
- Festivals, Events & Observances

- Denton Farm Park
- Cycling- Competitive & Recreational
- Authentic Town Centers-Thomasville, Lexington, Denton
- Proximity to Charlotte & Triad Areas
- Boones Cave Park
- Family Campgrounds
- Local Government Support
- Interstate Highway Access

With regards to the inventory of tourism assets in Davidson County, the overall inventory has remained stable since the PRTD Master Plan's creation in 2005. With regards to developing new assets may be noteworthy that no major new tourism attractions on par with RCR Racing, Childress Vineyards, the Bob Timberlake Gallery or Denton Farm Park have been developed in Davidson County since the adoption of the Master Plan. The relative stability of tourism assets is a positive condition considering the economic challenges which began in 2008 and from which the state and region have not fully recovered. Since the 2005 adoption of the Master Plan there have been positive developments in the availability of visitor accommodations in the County with the additions of Holiday Inn Express at Childress Vineyards and Cross Winds Family Campground off of Old Salisbury Road near the Yadkin River and I-85.

Regarding the future development of Davidson County's tourism infrastructure, the PRTD Master Plan makes a distinction between tourism and recreation defining tourism as a business to which "its primary goal is to attract visitors from outside the County who will visit and hopefully spend money to produce a positive economic impact for the residents of Davidson County." correctly implying that recreational assets primarily serve the local citizenry. In reality high quality recreational assets generally also serve as tourism assets. High Rock Lake is Davidson County's most notable example of a single asset contributing to both tourism and recreation. Another example is Virginia's New River Trail in southwestern Virginia. Although originally envisioned as a regional recreational asset, the trail attracted over one million visitors in 2010 generating over \$15 million in visitor spending for the local economy. There are a number of anecdotal examples of quality high capacity youth athletic complexes and the events they host generating considerable levels of visitor spending for lodging and meals. Accordingly, future efforts to grow the Davidson County tourism economy and infrastructure must acknowledge and embrace the broad overlap between tourism and recreation.

Examples of assets serving dual roles as recreational assets and tourist attractions which could be developed in Davidson County may include:

- Recreational Trails such as blueways, greenways, equestrian trails, fitness trails, bicycle trails and bicycle routes. Two rail lines, the Winston-Salem Southbound Railway and the High Point, Thomasville and Denton Railroad pass through

highly populated areas of Davidson County eventually reaching High Rock Lake in the southern end of the county. If either of these lines is abandoned in the future, an opportunity may exist to develop a regional trail on par with Virginia's New River and Virginia Creeper recreational trails.

- Athletic facilities, particularly youth athletic facilities see heavy use. When these facilities host multi-day tournaments, overnight stays are often required of the participants and their families creating increased traffic for local hotels and restaurants. It is worthy of noting that a significant number of these facilities have been established in neighboring counties since 2005. Careful evaluation of the market and demand for such a facility in Davidson County should be performed before pursuing similar facilities locally.
- Multi-use entertainment, sports and conference venues serve the local community as well as attracting out of town visitors for special events.
- Natural areas and open spaces invite both local citizens and visitors to experience passive recreational pursuits such as nature study, bird watching, hunting, hiking, photography, and picnicking.
- High Rock Lake, the Yadkin River and other lakes and streams offer recreational opportunities as well as attracting visitors to Davidson County. These assets would be of greater value if more public access becomes available.

Tourism in Davidson County today represents an economic force that has not reached its full potential. It would be prudent and advisable for local leaders to view tourism as a contributor to local economic development and community wealth, fully worthy of the continued investment of public resources to enhance its value.

2011 Tourism Statistics for the Piedmont Triad by County

Table 1. Triad Counties Ranked By POPULATION

NC Rank	County	Expenditures (\$Millions)	Payroll (\$Millions)	Employment (Thousands)	State Tax Receipts (\$Millions)	Local Tax Receipts (\$Millions)	Population	Per Capita Expenditures
3	Guilford	1,093.05	261.58	11.79	57.55	25.08	488,406	\$2,237.89
4	Forsyth	688.12	114.02	6.01	40.02	12.75	350,670	\$1,962.30
15	Davidson	131.74	17.99	0.91	7.28	4.27	162,878	\$808.83
18	Alamance	150.27	23.20	1.26	8.70	2.64	151,131	\$994.30
19	Randolph	115.43	17.05	0.89	6.88	1.86	141,752	\$814.31
30	Rockingham	60.05	9.58	0.52	3.23	1.45	96,643	\$621.35
36	Surry	102.52	14.39	0.76	5.72	2.19	73,673	\$1391.55
56	Stokes	21.27	2.63	0.13	1.09	0.83	47,401	\$448.72
60	Davie	30.45	5.30	0.27	1.70	0.53	41,240	\$738.36
64	Yadkin	31.31	5.20	0.32	1.71	0.77	38,406	\$815.24
71	Montgomery	23.62	2.31	0.1	1.12	2.20	27,798	\$849.70
77	Caswell	7.39	0.74	0.04	0.36	0.53	23,719	\$311.56
North Carolina Total		18421.06	4192.47	188.42	959.61	560.93	9,535,475	\$1,931.84

Table 2. Triad Counties Ranked By VISITOR SPENDING

NC Rank	County	Expenditures (\$Millions)	Payroll (\$Millions)	Employment (Thousands)	State Tax Receipts (\$Millions)	Local Tax Receipts (\$Millions)	Population	Per Capita Expenditures
3	Guilford	1,093.05	261.58	11.79	57.55	25.08	488,406	\$2,237.89
8	Forsyth	688.12	114.02	6.01	40.02	12.75	350,670	\$1,962.30
25	Alamance	150.27	23.20	1.26	8.70	2.64	151,131	\$994.30
28	Davidson	131.74	17.99	0.91	7.28	4.27	162,878	\$808.83
35	Randolph	115.43	17.05	0.89	6.88	1.86	141,752	\$814.31
36	Surry	102.52	14.39	0.76	5.72	2.19	73,673	\$1391.55
52	Rockingham	60.05	9.58	0.52	3.23	1.45	96,643	\$621.35
70	Yadkin	31.31	5.20	0.32	1.71	0.77	38,406	\$815.24
73	Davie	30.45	5.30	0.27	1.70	0.53	41,240	\$738.36
79	Montgomery	23.62	2.31	0.1	1.12	2.20	27,798	\$849.70
82	Stokes	21.27	2.63	0.13	1.09	0.83	47,401	\$448.72
95	Caswell	7.39	0.74	0.04	0.36	0.53	23,719	\$311.56
North Carolina Total		18421.06	4192.47	188.42	959.61	560.93	9,535,475	\$1,931.84

**Table 3. Triad Counties Ranked By
PER CAPITA VISITOR SPENDING**

NC Per Capita Rank	County	Expenditures (\$Millions)	Payroll (\$Millions)	Employment (Thousands)	State Tax Receipts (\$Millions)	Local Tax Receipts (\$Millions)	Population	Per Capita Expenditures
15	Guilford	1,093.05	261.58	11.79	57.55	25.08	488,406	\$2,237.89
24	Forsyth	688.12	114.02	6.01	40.02	12.75	350,670	\$1,962.30
47	Surry	102.52	14.39	0.76	5.72	2.19	73,673	\$1391.55
56	Alamance	150.27	23.20	1.26	8.70	2.64	151,131	\$994.30
78	Montgomery	23.62	2.31	0.1	1.12	2.20	27,798	\$849.70
72	Yadkin	31.31	5.20	0.32	1.71	0.77	38,406	\$815.24
73	Randolph	115.43	17.05	0.89	6.88	1.86	141,752	\$814.31
76	Davidson	131.74	17.99	0.91	7.28	4.27	162,878	\$808.83
74	Davie	30.45	5.30	0.27	1.70	0.53	41,240	\$738.36
82	Rockingham	60.05	9.58	0.52	3.23	1.45	96,643	\$621.35
93	Stokes	21.27	2.63	0.13	1.09	0.83	47,401	\$448.72
97	Caswell	7.39	0.74	0.04	0.36	0.53	23,719	\$311.56
	State	18421.06	4192.47	188.42	959.61	560.93	9,535,475	\$1,931.84

**Table 4. Triad Counties Ranked by
PERCENTAGE CHANGE
2003-2011**

County	Expenditures	Payroll	Employment	State Tax Receipts	Local Tax Receipts	Population	Per Capita Expenditures
Surry	+65.49	+29.29	+15.15	+58.89	+52.08	73,673	+61.55
Montgomery	+46.80	+15.50	0	+41.77	+35.80	27,798	+44.29
Forsyth	+46.46	+14.21	+2.74	+39.15	+33.79	350,670	+32.79
Davidson	+41.60	+8.70	-4.39	+34.32	+30.18	162,878	+32.11
Alamance	+40.10	+12.57	0	+33.03	+29.41	151,131	+26.52
Caswell	+37.87	+8.82	0	+33.33	+29.27	23,719	+19.95
Randolph	+37.52	+5.38	-4.30	+31.30	+30.01	141,752	+30.56
Stokes	+32.28	+3.95	-7.14	+26.74	+22.06	47,401	+27.39
Davie	+32.10	+5.79	0	+26.87	+20.45	41,240	+18.98
Yadkin	+29.54	+1.76	-8.57	+24.82	+18.46	38,406	+24.62
Guilford	+26.67	+0.06	-9.44	+22.11	+16.66	488,406	+11.80
Rockingham	+21.31	-1.24	-11.86	+17.02	+12.40	96,643	+16.00
Average	+38.14	+4.01	-2.32	+30.65	+27.55	136,976	+28.88

2011 NC County Tourism Statistics COMPARISON of I-85 CORRIDOR COUNTIES

County (Ranked by Expenditures)	Expenditures (\$Millions)	Payroll (\$Millions)	Employment (Thousands)	State Tax Receipts (\$Millions)	Local Tax Receipts (\$Millions)	Population	Per Capita Expenditures
Mecklenburg	4116.75	1355.03	43.26	198.91	103.17	919,628	\$4476.54
Guilford	1,093.05	261.58	11.79	57.55	25.08	488,406	\$2,237.89
Durham	590.54	118.63	7.20	32.62	17.27	267,587	\$2206.91
Cabarrus	340.08	72.93	3.79	20.10	5.59	178,011	\$1910.44
Orange	156.82	28.72	1.65	8.60	3.04	133,801	\$1172.04
Alamance	150.27	23.20	1.26	8.70	2.64	151,131	\$994.30
Davidson	131.74	17.99	0.91	7.28	4.27	162,878	\$808.83
Rowan	130.62	20.67	1.18	7.07	4.32	138,428	\$943.60
Randolph	115.43	17.05	0.89	6.88	1.86	141,752	\$814.31
Vance	41.76	5.45	0.28	2.41	1.22	45,422	\$919.38
Granville	40.89	4.90	0.28	2.32	1.12	59,916	\$682.46
Warren	23.64	2.78	0.12	0.89	2.05	20,972	\$795.42
Average	602.63	160.74	6.05	29.44	14.3	225,660	\$2670.55

Source: North Carolina Department of Commerce

Joint Recommendations Parks & Recreation Development Tourism Development

In the course of the strategic review of the 2005 PTRD Master Plan it became apparent that future recommendations regarding both parks & recreation and tourism development could be grouped into five general recommendation categories. These categories include:

- 1. Active Living and Outdoor Recreation**
- 2. County Multipurpose Facilities**
- 3. Park and Recreation Enhancement**
- 4. Agritourism and Heritage Tourism**
- 5. Capacity Building**

The specific recommendations of each category stemming from the strategic review of the 2005 Davidson County Parks & Recreation & Tourism Development Master Plan are listed below:

Active Living and Outdoor Recreation

- Blueway Plan Implementation
 - Establish Daniel Boone Heritage Canoe Trail – Yadkin River (Phase 1 Pilot Project)
 - Establish Abbotts Creek Paddle Trail (Phase 2 Pilot Project)
- High Rock Lake (HRL) Enhancements
 - Revive HRL Steering Committee
 - Improve Marketing, Publicity & Promotion of Lake (Website, Social Media, etc.)
 - Improve Visitor Friendliness of Lake (Info Kiosks, Wayfinding Signs, etc.)
 - Improve Visitor/Public Access to Lake (HRL Park, Access Facilities)
- Wilcox Bridge Transfer – 2013
 - Establish Park Environment Incorporating Adjoining Features
 - Plan Grand Opening Events
- Greenway Development
 - Pursue implementation of Phase 1 and 2 Pilot Projects (Abbotts Creek; Yadkin River)
 - Form Community Support Group (YMCA, Health Dept., WFBH-Lexington MC, Thomasville MC, etc.)
- Recognize Economic Development Nexus
 - Active Community = Healthier Community
 - Healthier Community = More Able Workforce

- More Able Workforce = Improved Attractiveness to Potential Employers

County “Multipurpose” Facilities

- Evaluate Expanding and/or Upgrading Existing Davidson County Fairgrounds
- Assess Community Demand and Regional Market for Youth Athletic Facilities
- Engage With Davidson County Community College Link Campus Planning
 - Possible Entertainment/Sports Arena
 - Possible Enhanced Conference Center
 - Possible Outdoor Athletic Fields & Facilities

Park and Recreation Enhancement

- Implement Boone’s Cave Master Plan
- Expand Passive Recreational Opportunities at Finch Park
- Enhance Recreational Opportunities Lake Thom-a-Lex
- Engage With Public School Systems to Develop and Expand Community Parks and Public Recreational Facilities at Public School Campuses
- Explore Opportunities to Acquire Property for Public Park on High Rock Lake

Agritourism and Heritage Tourism

- Develop County-Wide Agritourism Trail(s)
 - Wineries
 - Agritourism Venues
- Develop and Promote Historical & Heritage Tourism Information
- Continue to Sponsor Seasonal Rural Roots Tour

Capacity Building

- Recognize Expanded Role of Davidson County Parks & Recreation Department
 - Revisit Administrative Recommendations from 2005 With Regards to:
 - Programming
 - Facilities
 - Maintenance
- Increase TRIP Staff Capacity
 - Event Planning/Festivals
 - Website/Social Media Outreach
- Expand Grant Writing/Fundraising Capabilities
- Promote Bond Referendum if Deemed Feasible
- Support & Promote Watershed Protection/Resource Protection
- Support Efforts to Improve Transportation and Visitor Access
 - Establish/Improve Wayfinding Sign Programs

- Establishment of NC Amtrak Service to Davidson County
 - Enhancements to & Marketing of Davidson County Airport
- Work with Tourism Authorities and Chambers of Commerce:
 - Expand hotel and hospitality offerings in county
 - Assess pros and cons of county-wide alcohol sales
 - Pursue joint tourism marketing and advertising



Tourism-Recreation Investment Partnership for Davidson County Foundation

Strategic Focus Areas and Project Priorities 2013 – 2018

Based on the input from stakeholders and focus group participants, the SPC reconvened to develop TRIP's strategic priorities for 2013 – 18. The following summarizes those priorities in the five major focus areas:

1. Active Living and Outdoor Recreation
2. County Multipurpose Facilities
3. Park and Recreation Expansion
4. Agritourism and Heritage Tourism
5. Tourism and Recreation Development Capacity Building

I) Active Living and Outdoor Recreation

a. County-wide Greenway Development

Priority #1 - Wilcox Bridge transfer from NCDOT to Davidson County.

The NC Department of Transportation is slated to convey the Wilcox Bridge, which spans the Yadkin River parallel to I-85 between Davidson and Rowan counties, to Davidson County in 2013. TRIP will convene stakeholders to discuss future options and recommend that the county establish a Blue Ribbon Panel to develop and implement proposals for future recreational and pedestrian use, which could include the development of informational materials and kiosks on the history of the bridge and surrounding points of interest.

Priority #2 - Implement Phase 1(Abbotts Creek) & 2 (Yadkin River) in the county – wide Greenway Plan.

TRIP will partner with the YMCA, local medical centers and the county health department to build public support and raise funds to implement Phase 1 and 2 of the Greenway Plan. TRIP will seek support from the Davidson County Commissioners to construct and build the greenways and work with county and city recreation departments to address construction and maintenance needs. TRIP will promote and use the DOT Complete Street Policy to provide other opportunities for bike paths throughout the county.

b. County-wide Blue Way

Priority #1 – Establish Daniel Boone Heritage Canoe Trail (DBHCT) along the Yadkin River.

TRIP has convened a workgroup to develop the DBHCT and is in the process of securing agreements from landowners to place navigational signage along the Yadkin River to mark points of interest along the DBHCT between the Highway 64 and Wilcox bridges. TRIP will fund the development of a website and companion brochure/map and make improvements to the Highway 64 Bridge canoe access, including the placement of an informational kiosk. TRIP will work with the Davidson County Recreation Department and seek funding to enhance riverside facilities and campsites at Boone's Cave Park with the ultimate goal of having a state certified canoe trail supported by not only Davidson County, but also Rowan and Davie counties.

Priority #2 – Develop Abbotts Creek Canoe Trail between Finch Park and High Rock Lake.

TRIP will work the City of Lexington Recreation Department and NC DOT to establish canoe access with parking at East Center St. Bridge and take out at NC Highway 47 bridge. In addition to the access and take out points, TRIP will develop a canoe trail map and organize volunteer cleanups and improvements.

c. High Rock Lake Enhancements

Priority #1 - Develop website for High Rock Lake

TRIP will convene a workgroup of interested parties to provide input on a High Rock Lake visitors' website and provide funding to develop the website. The website will highlight points of interests on the lake as well as public amenities, such as campgrounds, rental cottages, boat access and other recreational facilities.

Priority #2 – Establish an information kiosk for visitors to High Rock Lake

TRIP will work with the County and Wildlife Resources Commission to find a suitable location for an informational kiosk, including a map of High Rock Lake that will highlight points of interest and public access on the lake.

Priority #3 - Pursue location(s) for public park(s) and greater public access on High Rock Lake.

TRIP will work with county agencies to identify priority parcels for possible parks/access points and pursue funding to acquire land for those parks and/or access points.

II) County Multipurpose Facilities

Priority #1 - Expand and upgrade county fairgrounds/arena to encourage more year round use of the facility.

TRIP representatives will meet with members of the Lexington Kiwanis Club to explore options for upgrading facilities. If the Kiwanians are receptive, TRIP will survey user groups on needs and preferences and convene stakeholders to develop plans for expanding and upgrading facilities. TRIP will seek funding for improvements/enhancements as needed.

Priority #2 – Address community recreation and entertainment needs through developments at the Davidson County Community College Foundation Link Campus.

TRIP will provide input to Davidson County Community College Foundation on county-wide recreational and entertainment needs and build support for addressing those needs where appropriate through developments at the DCCC Link Campus. TRIP will support DCCC Foundation efforts to develop recreational and entertainment facilities at the DCCC Link Campus and advocate for funding projects with a positive impact on tourism and recreation on Link Campus, as well as exploring the feasibility of expanding conference center capabilities at DCCC.

Priority #3 –Develop youth activity center(s) and athletic facilities.

TRIP will work with county and city recreation departments to determine county-wide and city recreational needs and explore the feasibility of developing multiple fields/facilities necessary to attract traveling teams and tournaments. TRIP will support the development of athletic fields at Hughes Park and review existing studies and proposals to develop youth centers and recreational facilities while engaging city and county in leaders in discussions about how best to meet youth recreational needs. If deemed appropriate and subject to funding availability, TRIP will conduct a marketing study to determine the demand for facilities for traveling teams/tournaments.

III) Park and Recreation Expansion

Priority #1 – Implement recommendations in Boone’s Cave Park Master Plan.

TRIP will work with the Davidson County Recreation Department to prioritize recommendations in the Boone’s Cave Park Master Plan and seek county and grant funding for park improvements. TRIP will also work to reestablish Friends of Boone’s Cave Park to provide input and volunteer support.

Priority # 2 – Expand passive recreational opportunities at Finch Park.

TRIP will work with the City of Lexington Recreation Department and Advisory Committee to review/update Finch Park master plan with a focus on passive recreational needs that tie in with TRIPs other priorities (i.e. Abbotts Creek

Greenway and Blueway). Where appropriate, TRIP will work with the City of Lexington to seek funding to implement priority projects.

Priority #3 – Continue to Pursue Improvements at Lake Thom-a-Lex.

TRIP will work with the Lake Thom-a-Lex Commission to identify and prioritize park improvements/enhancements and pursue the development of campsites and hiking trails around the lake. TRIP will coordinate with the Davidson County Recreation Department on park management and maintenance needs.

Priority # 4 - Expand and develop parks and recreational facilities at school sites to meet community needs.

TRIP will promote Davidson County Schools, Recreation Department and booster clubs working together to meet community recreational needs through the development of facilities at existing and new school sites. Working with these partners, TRIP will assess available resources and community recreational needs at new/existing school/booster club sites. If feasible, TRIP will work with these partners to develop a county-wide community park master plan and seek a bond referendum for the implementation of this plan.

IV) Agritourism and Heritage Tourism

Priority # 1 - Develop county-wide permanent agritourism trail.

TRIP will convene representatives of agritourism venues, wineries, cooperative extension and other stakeholders to establish a county-wide agritourism trail, which could include the development of a trail brochure and map, website and mobile phone applications. TRIP will work with these partners to find funding for the project, including writing grant proposals seeking funding for trail promotional and marketing materials and signage.

Priority #2 - Develop/promote heritage tourism information.

TRIP will review existing resources and available heritage tourism information and determine the best way to package and promote information. This could include information on the location of historical churches and cemeteries and other historical points of interests. TRIP will determine the feasibility of developing interpretive and interactive maps of historical sites and consider putting this information on its website.

V) Tourism and Recreation Development Capacity Building

Priority #1 - Increase TRIP staff capacity.

To implement the priorities in the strategic plan, TRIP needs to increase its staff capacity beyond the current part-time executive director. TRIP will seek to hire a full time executive director in 2013 with increased funding from the county and leveraging other resources from fundraising events, festivals, grants and local tourism organizations and venues.

Priority # 2 - Update and improve TRIP website and social media presence.

TRIP's existing website needs to be updated and new information on priority projects incorporated. TRIP has established a Facebook page and needs to begin actively recruiting "friends" and posting information on upcoming events and tourism initiatives.

Priority # 3 - Expand grant writing/fundraising capabilities.

TRIP will seek grant funding from a range of government and private organizations to fund priority projects.

Priority # 4 - Promote bond referendum if feasible to fund the implementation of priority projects.

TRIP will continue to work with county government to further prioritize projects in the strategic plan and identify financial needs and resources to complete the project. Based on the needs identified, TRIP will consult with county elected officials to determine the feasibility of a bond referendum to meet community recreation needs.

Priority # 5 – Participate in community based efforts to protect water resources, farmland and other natural resources.

TRIP will continue to participate in initiatives that will protect the counties water resources, farmland and other natural resources as they impact tourism and recreation assets.

Priority # 6 - Expand hotel and hospitality offerings in the County.

TRIP will work with Lexington and Thomasville Chambers of Commerce and tourism authorities on initiatives to recruit new hotels and hospitality businesses to the county.

Addendum

Town of Denton:

Harrison Park completed Phase 1 with a PARTF Grant, which included a composite playground. The Town of Denton would like to purchase the old bank facility and parking lot to expand the current park grounds. The old bank building used for town building with recreation amenities. They would also like to add park amenities such as picnic shelter, outdoor corn hole, and horseshoe pits. This could also include other amenities such as outdoor restrooms, grills, power hook ups for food trucks, and additional water resources.

City of Lexington:

The City of Lexington has completed their skate park and has continued to replace outdated playground equipment as outlined in their capital improvement plan. The City would like to construct a bike/hike trail at Old City Lake.

City of Thomasville:

The City of Thomasville has completed their skate park renovations, installed and completed disc golf course, and are in process of renovations to Central Recreation Center, which should be done in early 2020.

Memorial Park Pool:

The most critical issue facing the Department is the status of Memorial Park Pool. The pool has served the community for over 70 years. Due to the many years of service we face multiple issues at the facility. In order of priority the issues are:

- **The pump room ceiling, which is also the east pool deck, needs to be replaced.**
- **The pool has significant cracks to the gutter system that need repair.**
- **The pool is designed without a shallow area for young swimmers.**
- **The pool does not meet current Americans with Disabilities Act (ADA) standards for access.**
- **The bath house needs repairs to the roof, front entrance, and bathrooms.**
- **The pool deck does not have amenities for visitors, including shade, chairs, and appropriate tables.**

The City's recommendation is to construct a new pool facility. Options for a new pool styles include stainless-steel or PVC membrane-coated concrete structures. The city plans to implement planning in 2020 to break ground on a pool project in 2021 and open a new pool facility in spring of 2022.

Splash Pad:

The addition of a splash pad to our park system would expand our park services for the community. In the past 5 years in the Parks and Recreation Field Splash pads have become a trend that many communities are adding. They have become in many areas a standard aquatic facility for municipal and county governments. Benefits to this facility addition are:

- These features are usually accessible to the public at no cost and ADA compliant.
- The pads are usually placed in area's opposite of existing pools and aquatic features to expand the parks systems facility footprint.
- The cost for the chemicals and operation for the entire season are minimal for the department.
- These additions can be built to grow gradually with the initial build then using change out caps to add more features to existing pad.

The City's recommendation is to construct a splash pad facility at the Central Recreation Center. The city is currently planning in 2020 to open the new Splash Pad in the spring of 2021.