



Spring 2019



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Mustang Alley Feasibility Study

- ▶ SCNHC & MASC
- ▶ Research: Archival review of property; Key Informant interviews (n=8); Public meeting (n=28); Visitor survey (n=109); Design preference survey (n=92).
- ▶ SGA Architects presented 3 designs to EW Board on 9/28; Option 3 was selected for future development.
- ▶ Cost-Benefit Analysis: Return on Investment (ROI) Report by Clemson University



WDAP – Design & Landscape Project

- ▶ ARC, TOW, PBA, & Private Donations
- ▶ Bid Invitation Design & Landscaping project
- ▶ \$94,500 budget
- ▶ Preference to local firms
- ▶ Carolina's Best Landscaping



WDAP – Façade Improvement Grant

- ▶ Phase I (MASC & PBA)
 - ▶ \$12,000
 - ▶ 9 Grants Approved
 - ▶ 12 Actual Grants
- ▶ Phase II (ARC & TOW)
 - ▶ \$28,000
 - ▶ 14-16 Target Grants
 - ▶ 17 Actual Grants
 - ▶ Spillovers Effects



MS Challenge and Other Components

Main Street Challenge (IA & TOW)

- ▶ Main Street Challenge Priorities
 - ▶ Grocer & fine dining
 - ▶ Bakery / coffee shop
 - ▶ Entertainment and shopping

Banners and Decals (ARC)

- ▶ Banner Extensions from BK (Roberts Blvd.) to Anderson Dr. (Virginia Ave.)
- ▶ Decal Project



Adopt a Rest Stop

Program Design

- ▶ Pub /Priv. Partnerships (ARC, PP, TOW, PBA)
- ▶ Individual Sponsors (Bus., Fam., Org.)
- ▶ Linear or Social Layout

social layout



Spring / Summer 2017

- ▶ Ace Hardware
- ▶ Aulech
- ▶ Community First Bank
- ▶ Envision Williamston
- ▶ First Citizens Bank
- ▶ Walker Family - Fire Station

Fall 2017 / Spring 2018

- ▶ Cox & Cole
- ▶ H&R Block (PP)
- ▶ Palmello Custom Engraving & Awards (PP)
- ▶ Spring Water Committee
- ▶ Town of Williamston Pocket Park
- ▶ Williamston Lounchroom



Economic Development & Placemaking

Thank you for your support and participation in Economic Development!

Community Engagement & Marketing: Envision Williamston Community Master Plan

Community Surveys

- ▶ Solar Eclipse Survey (n=185)
- ▶ Solar Eclipse ZIP Codes (n=349)
- ▶ Spring Water Festival Survey (n=109)
- ▶ Spring Water Festival ZIP Codes (n=301)
- ▶ Homeleading Festival (n=92)
- ▶ Community Voices Survey (n=231)
 - ▶ Deadline Oct. 6th
- ▶ Public Meeting on MAFS - ROI - WIP

Community Events

- ▶ Jazz Concert Series (TOW & PACAC)
 - ▶ September 16th
 - ▶ Steve G and the Juniors
 - ▶ October 21st
 - ▶ James Hammond and Friends
 - ▶ November 16th
 - ▶ Steve Watson and Band
- ▶ 2019 Mineral Spring Park Season of Events
 - ▶ 22 events in 2018
 - ▶ Signature events & pilot events





Jazz Series
November 21 & November 16th
6:00 PM to 9:00 PM

Featured Artists

Oct. 21, 2018
Nov. 16, 2018

There is not for every great artist and they are hard to find.

Community Contests

- ▶ Scarecrow Contest
- ▶ Williamston in Focus
- ▶ Mural Project (ARC & PACAC) categories:
 - ◊ history/people
 - ◊ natural beauty
 - ◊ health & wellness



Communications

- ▶ Electronic Message Board
- ▶ Envision Williamston Website
- ▶ Envision Williamston Facebook
- ▶ Envision Williamston Instagram
- ▶ Email announcements
- ▶ Video vignettes 3 minutes
- ▶ Radio messages 30 seconds



▶ [https://www.youtube.com/watch?v=...](#)

▶ [https://www.facebook.com/...](#)

Mobile App

Rationale

- ▶ Mobile App reaches a younger market
- ▶ Hard/paper copy materials are costly
- ▶ Paper copy materials are out of date quickly
- ▶ Mobile app provides a indicator of usage
- ▶ Mobile app can do it all – events, available properties, business listings, etc.
- ▶ Real Time!

Process (ATAx)

- ▶ Oversight by CEM & Consultation with Mayor Durham
- ▶ Explore local and Main Street friendly firms
- ▶ Locked for city-experienced firms & platforms
- ▶ Interactivity & easy to manage/update locally
- ▶ Budget friendly
- ▶ Eye toward expansion
- ▶ Easy!!

HOW TO DOWNLOAD:
 Step 1: Go to Google Play on Android or the App Store on Apple Devices
 Step 2: Search for: Williamston SC
 Step 3: Download FREE App and Enjoy!!

Williamston SC Mobile App

Year 1

- ▶ Inventory of 133+ Businesses
- ▶ Events
- ▶ Walking Tours
- ▶ Finance & Real Estate Services
- ▶ Event Venues
- ▶ Available Properties
- ▶ Arts & Culture
- ▶ Concepts
- ▶ Town History
- ▶ Social Media
- ▶ 833 downloads; 9,147 Views



Year 2

- ▶ Interactive Walking Tours
- ▶ Link to Radio Programming & Videos

Real Estate by Page

Events	2,147
Walking Tours	300
Single Listings	1,114
Commercial Listings	1,174
Public Real Estate	600
Hotels	200
Real Estate	214
Walking Tours	100



Community Engagement & Marketing

Thank you for your
 support and participation in
 Community Engagement and Marketing!

Highlights

- Performance**
 - ▶ Averaging 8-12 new businesses each year
 - ▶ 30 improved building facades
 - ▶ \$3+ million in local reinvestment
 - ▶ Streetscapes are more attractive/welcoming
 - ▶ More variety in entertainment
 - ▶ Beginnings of a trail
- Future**
 - ▶ Address vacant and dilapidated buildings
 - ▶ Attract larger businesses & Light Industry
 - ▶ Targeted business attraction
 - ▶ More quality of life benefits to attract new residential development
 - ▶ Creation of a walkable/bikeable community