

# Pittsboro Small Town Main Street Community Goals

*The community goals were established by tallying votes taken a prior meeting. The three committees will generally focus on the items with the most votes throughout the process as their “work program.”*

## PROMOTION

<b>Promote local history, arts, foods and sustainability</b>	<b>(39)</b>
<b>Branding Campaign</b>	<b>(22)</b>
<b>Focused events featuring local artists, musicians and public art</b>	<b>(21)</b>
<b>Coop marketing with local businesses</b>	<b>(16)</b>
Market to locals, triangle, tourists	(11)
Market to locals working outside Pittsboro	(11)
Window Displays in empty storefronts	(6)
More outlets for promotion/media/interactive, etc.	(4)

## ECONOMIC RESTRUCTURING

<b>More businesses, business variety, recruitment-retention</b>	<b>(30)</b>
<b>Develop a downtown “destination”</b>	<b>(24)</b>
<b>Business Incentives</b>	<b>(15)</b>
<b>Renovate Buildings</b>	<b>(13)</b>
<b>Market Study</b>	<b>(11)</b>
Upper Floor Residential	(7)
Improve business and development regulations	(7)
Local bank cooperation	(4)
Retain county jobs downtown	(2)

## DESIGN

<b>Improve sidewalks, streets, streetscape, alleys, signs, accessibility</b>	<b>(33)</b>
<b>Improve parking</b>	<b>(27)</b>
<b>More public gathering spaces/parks</b>	<b>(17)</b>
<b>Building facades improved/preserve historic character</b>	<b>(16)</b>
Outdoor art	(9)
Public restrooms	(7)
More public art/murals, etc.	(4)
Energy efficient buildings	(3)
Entranceways, gateways improved	(2)
Improve traffic and circulation/bypass	(2)
Move town hall downtown	(1)
Recycling bins by artisits/recycled materials	(0)