



**North Carolina Downtown Development Association
Technical Assistance Team**

Gibsonville, North Carolina

Final Report

September 11, 2014

Introduction

In the summer of 2014 the Town of Gibsonville contracted with the North Carolina Downtown Development Association to provide a Technical Assistance Team to study Gibsonville's central business district. The scope of this project centered around ways to strengthen this district through developing an appropriate organizational structure to manage the downtown, promotion and marketing, design improvements, and business recruitment and retention. The team, consisting of Gray Stout, AIA and Rodney Swink, FASLA, PLA, spent Wednesday, September 10, and Thursday, September 11 in Gibsonville. The two-day period began with a thorough tour of Gibsonville, both driving and walking. The team then met with a diverse group of stakeholders through multiple meetings. This stakeholder group included elected officials, town staff, property owners, merchants, business owners, and Gibsonville residents. At the conclusion of the two days the team made a brief public presentation of initial findings and recommendations. This report conveys the team's analysis and final recommendations, expanding on the public presentation that was delivered on September 11.

Technical Assistance Team Members

Gray Carlton Stout, AIA is the owner of Stout Studio Architecture, an award-winning architectural and planning firm based in Salisbury, North Carolina. For the past 20 years, Gray has been involved in the restoration, renovation, rehabilitation and reuse of numerous and various types of historic buildings across North Carolina. He has been instrumental in the revitalization of the downtowns of cities in which he has worked, designing second floor apartments, restoring storefronts in historic main street buildings and creating new infill buildings compatible with the context of downtown. Gray served on the Board of Directors of Downtown Salisbury, Inc. and on the Board of Advisors for Preservation NC. He is currently on the Board of Directors of NCDDA.

Rodney Swink, FASLA, PLA is a consultant to communities, firms and non-profits in the areas of downtown development and community revitalization as well as Professor of the Practice in the NC State University College of Design. Previously he directed the North Carolina Main Street Center in the state's Department of Commerce for 24 years, leading downtown revitalization and development efforts statewide. His award-winning work resulted in more than \$800 million of new investment in Main Street community downtowns during his tenure as director. A registered landscape architect, Rodney has been active in the American Society of Landscape Architects (ASLA) for more than thirty years serving as President of ASLA and as Chair of the Council of Fellows.

North Carolina Downtown Development Association

The North Carolina Downtown Development Association (NCDDA) is a 501(c)(3) nonprofit organization that works throughout the state of North Carolina to strengthen downtowns and central business districts as cultural and economic centers of their communities. NCDDA members include downtown development managers and coordinators, economic developers, town planners, town managers, architects, landscape architects, and other professionals related to the development of North Carolina's central business districts. The NCDDA offers multiple resources to both members and non-members,



including the opportunity to have a Technical Assistance Team work with their community to conduct in-depth analysis of one or a number of issues related to its central business district and make recommendations that take into account the unique characteristics, opportunities, and assets of that individual community.

Main Street Four-Point Approach®

The NCDDA subscribes to the Main Street Four-Point Approach®, a proven method of revitalizing, maintaining, and managing downtowns and central business districts. The Main Street method was developed by the National Trust for Historic Preservation in the late 1970's as a response to the quickly declining economic conditions in downtowns across the nation. Over the last thirty years thousands of communities across the country have successfully utilized the four-point approach to energize their central business districts creating a positive economic and social impact within their communities. This approach is successful because it is not a "one size fits all" method but rather works with the distinct assets and liabilities of each community. It also mobilizes the local community to build success from the ground up as opposed to utilizing outside resources continuously to bring about results.

The Main Street Four-Point Approach® believes in addressing organization, promotion, design, and economic restructuring simultaneously to produce positive momentum in a revitalization effort, and then continues to apply these four points to maintain and manage the revitalized area.

Organization defines the group, association, or government entity responsible for the day-to-day implementation of the four-point approach. The character and makeup of this organization varies from community to community, as do the funding sources utilized by the organization to carry out day to day operations, events, marketing, design improvements, and business recruitment efforts.

Promotion covers a variety of activities, including special events such as festivals and concerts and retail-specific events, as well as the promotion of the revitalization program itself.

Design speaks to anything and everything that is visible to the naked eye, and takes in both privately-owned assets such as buildings and parking lots, plus publicly-owned spaces including sidewalks, landscaping, signage, and other components that make up an entire streetscape.

Economic Restructuring addresses business retention and business recruitment based on an understanding of market realities.

Communities who see long-term results from the four-point approach have come to understand that the application of this revitalization method is an on-going process, rather than a short-term effort.

The Eight Principles of Main Street

In addition to the **Main Street Four-Point Approach**[®] the National Trust for Historic Preservation developed the Eight Principles of Main Street. The term “Main Street” is used in general terms to refer to a community’s central business district. The Eight Principles of Main Street are listed here:

Comprehensive: No single focus — lavish public improvements, name-brand business recruitment, or endless promotional events — can revitalize Main Street. For successful, sustainable, long-term revitalization, a comprehensive approach, including activity in each of Main Street's Four Points, is essential.

Incremental: Baby steps come before walking. Successful revitalization programs begin with basic, simple activities that demonstrate that "new things are happening " in the commercial district. As public confidence in the Main Street district grows and participants' understanding of the revitalization process becomes more sophisticated, Main Street is able to tackle increasingly complex problems and more ambitious projects. This incremental change leads to much longer-lasting and dramatic positive change in the Main Street area.

Self-help: No one else will save your Main Street. Local leaders must have the will and desire to mobilize local resources and talent. That means convincing residents and business owners of the rewards they'll reap by investing time and money in Main Street — the heart of their community. Only local leadership can produce long-term success by fostering and demonstrating community involvement and commitment to the revitalization effort.

Partnerships: Both the public and private sectors have a vital interest in the district and must work together to achieve common goals of Main Street's revitalization. Each sector has a role to play and each must understand the other's strengths and limitations in order to forge an effective partnership.

Identifying and capitalizing on existing assets: Business districts must capitalize on the assets that make them unique. Every district has unique qualities like distinctive buildings and human scale that give people a sense of belonging. These local assets must serve as the foundation for all aspects of the revitalization program.

Quality: Emphasize quality in every aspect of the revitalization program. This applies to all elements of the process — from storefront designs to promotional campaigns to educational programs. Shoestring budgets and "cut and paste" efforts reinforce a negative image of the commercial district. Instead, concentrate on quality projects over quantity.

Change: Skeptics turn into believers and attitudes on Main Street will turn around. At first, almost no one believes Main Street can really turn around. Changes in attitude and practice are slow but definite — public support for change will build as the Main Street program grows and consistently meets its goals. Change also means engaging in better business practices, altering ways of thinking, and improving

the physical appearance of the commercial district. A carefully planned Main Street program will help shift public perceptions and practices to support and sustain the revitalization process.

Implementation: To succeed, Main Street must show visible results that can only come from completing projects. Frequent, visible changes are a reminder that the revitalization effort is under way and succeeding. Small projects at the beginning of the program pave the way for larger ones as the revitalization effort matures, and that constant revitalization activity creates confidence in the Main Street program and ever-greater levels of participation.

The balance of this report will speak directly to the team's analysis of Gibsonville's central business district, and offer recommendations for ways to implement the four-point approach to bring about revitalization and create a positive economic impact. These recommendations are primarily short term in nature and are intended to help define the steps needed to establish the foundation for success. It will be advisable to revisit this plan periodically and continue to set new goals and objectives as downtown moves forward.

Organization

Organization is the most critical element of Main Street as all other aspects rise or fall based on the strength of the organization. Organization as it relates to revitalizing a central business district refers to the actual group, association, or government entity that is responsible for arranging and carrying out the plans, strategies, and actions of Main Street's four point approach and eight principles. The Organization piece of the Main Street approach also addresses the funding of this organization and its activities. Public-private partnerships will play a strong role in developing the organization and securing funding from a variety of sources.

The organization is responsible for recruiting and managing volunteers, creating clear expectations for service, continually finding new people to engage in the process and developing leadership for the committees and the organization itself. It will be essential that this organization work closely with the town government on goal setting and in bringing private resources to the effort to complement any public expenditures. And as a vision, goals and work plans are developed to guide the effort, it will be important to seek where possible and appropriate "external" dollars to support projects. By external dollars we mean grants and funds from sources outside of the town.

Last spring the Gibsonville Town Council appointed citizens to four committees – Organization, Promotion, Design and Economic Restructuring – to guide the downtown revitalization effort. While these committees do have individual missions it is imperative that they be a part of a larger group whose overall directive is to guide the redevelopment process. This organization will become the

umbrella under which the committees and other volunteers will work and through which downtown development visions, plans and strategies will be managed.

Recommendations

- *Create a structure (board, committee of the Town, commission, non-profit, etc.) for the organization as an entity and select members to serve as the overall directors.*

The guiding board should be 7-13 members. Existing committee members who have already been appointed may be included as well as others as needed to complete the board. It is possible that some current committee members may prefer to only serve on the smaller committee and not the overall board. This is acceptable; in fact, the committees should draw on a larger number of interested parties and not be limited to those on the board. Therefore, you may have a nine member board of directors but 2-3 times that many serving on committees. Committee service is a great place to identify potential future board members.

- *Identify a Chair and officers for the Organization.*

Officers should be the Chair, a Vice-Chair (may also be Chair-elect), Secretary and the Chairs of the Design, Promotion and Economic Restructuring committees. We would advise that the executive committee (those just identified) plus interested others serve as the Organization Committee. Besides the standing committees, there may from time to time be a need to create “task forces” with specific short term responsibilities.

- *Select a name for the overall organization, e.g., “Downtown Gibsonville Initiative”.*
- *Establish bylaws to guide the operations and board actions.*

This is not an immediate need but should be done soon. Bylaws should address terms of service, election of officers, committee structure and other standard elements of organizations. The NCDDA can provide sample bylaws.

- *Establish an annual work plan for the board addressing each of the committees.*

The plan should include action items, target dates and responsible parties. It may be advisable to invite someone to facilitate the initial planning effort.

- *The Organization Committee (comprised as noted above) should develop information “packets” on downtown.*

Each committee will want to develop information unique to their constituency that can be consolidated into the overall organization effort.

- *Develop a web site for the downtown organization through which it can disseminate information.*

Currently the Town hosts information on downtown on its website. They may be able to provide a link to a unique downtown website. The Organization will need to take responsibility for updating information.

- *Begin to develop a list of potential incentives to support downtown investment.*
- *Create a community vision for downtown.*

This should be done after the organization is in place but preferably in the first year. Having a “community” vision not only helps give direction but also validity to the effort. A vision will serve as a guide for decision-making and help give focus to projects and fund-raising. And it will help to reinforce that downtown is a town asset, not limited to a few.

Promotion

The Promotion component of the four-point approach encompasses a wide variety of activities. Promotion first involves understanding the assets that define Gibsonville’s downtown, then marketing them to both residents, visitors, and others who have never taken the opportunity to visit and explore but may be enticed to do so. A comprehensive promotional effort is needed to develop a downtown Gibsonville brand, raise awareness among citizens and potential visitors, and to improve sales for downtown businesses, a critical component of making downtown an attractive business location for new development. Management, leadership and good plans are the keys to successful promotion that focuses on additional events and activities to re-invent the vitality once present in the downtown.

To start the process it is helpful to compile a thorough list of all nearby assets. These would include:

- Physical elements (buildings, businesses, landscape, parks, railroad, walkability, compactness, etc.)
- Social/cultural elements (heritage, small town character, shops, mills, restaurants, parks and recreation programs, cleanliness, etc.)
- History (economic, physical, cultural and social)

These assets, taken collectively, become the basis for a marketing and branding campaign. Branding refers to creating an identity for downtown that can be used in all marketing and promotions efforts, both by the downtown organization and by individual merchants and businesses. It helps answer the questions: What is Gibsonville? Where is it? What will I find there? Why should I want to go there? It is the team’s understanding that the Town is considering hiring a marketing and branding specialist to assist with this effort.

Special Events

Special events designed to draw large numbers of people to a destination are also an important piece of Promotion. While these events may not produce a sizeable increase in sales in the local businesses on the day(s) of the events, their long-term benefits can be tremendous. Special events have the potential to introduce a business district to a large number of potential shoppers who might otherwise not know the businesses exist, creating the possibility that they will return at some point in the future. Never assume that local residents know what is in their own backyard in terms of shopping and dining; often times they do not. Begin developing special events by repeating what has already been successful and build from there. Remember: it is not the quantity of events that matter, but the quality.

Retail Events

Retail events are normally the responsibility of the merchants themselves. Individual retailers may organize sales or specials, and that is to be commended. However, as the saying goes, there is often strength in numbers, and when merchants work together to coordinate sales and specials, there can be a greater impact and larger customer draw. Capitalizing on traditional sales events, like “back to school” or holidays is an obvious opportunity for retailers to work together. If these can be tied into other area events that are already drawing people to the community, then the impact maybe greater still. The key is to identify well in advance a calendar of events and activities that retailers can work around or with, as appropriate.

Marketing with Today’s Technology

One absolute truth in marketing today is the tools are changing. More than ever technology is guiding and driving consumers to shop, dine, and play. Begin taking advantage of today’s technology to market the central business district and increase the number of visitors to Gibsonville.

Another important marketing tool is the use of social media. This is particularly true if one wishes to attract a younger audience or one from out of town. It may be possible to engage an intern from Elon University to develop a Facebook page and Twitter account to promote all the destinations on the list of assets. The intern could also work with the individual business owners in the central business district to each develop a Facebook page, with all owners promoting each other’s page and the overall Facebook page and Twitter account. Facebook and Twitter are a powerful form of marketing. The only cost is the investment of time to develop these resources and once developed the time to make posts on a regular basis.

Promotions Committee

The Promotions Committee is responsible for planning and delivering special events and festivals. When planning an event, they should always ask themselves: What is our purpose? Who is our audience? What will be the value of doing this? (Economic, Social, Community-building) Events should be targeted to build the best value and when possible they should leverage additional impact. For example, a movie

night may be a great community-building event but if it was coupled with a retail sales promotion (some or all merchants) it could also have an economic impact.

The Promotions Committee has responsibility for all of the downtown and its overall image. Thus much of what they do will be intended to build community spirit and good will towards downtown, attract a larger market, and celebrate “place” – the physical and spiritual heart of the community. Within that there are specific retail promotional needs and these are best planned and managed by the Merchant’s Association. Their interest is really retail sales oriented; what can they do to bring people downtown to shop and buy goods and services. It is critical that the Merchant’s Association be involved on the Promotions Committee and vice versa. Communication, coordination and cooperation between the two is essential to minimize conflict and maximize results.

Recommendations

- *The Promotions Committee should conduct an asset inventory (Know Thyself!)*

Look at physical, cultural, social, historic, economic assets in the downtown and in the community as a whole. What is valuable to your citizens? What might be valuable (or interesting) to outsiders?

- *Solicit professional assistance in developing a “downtown image” concept.*

We understand the Town may engage a consultant who could assist with this effort. They will be valuable in helping to affirm assets and in identifying ways to package them into a marketable image.

- *Develop a Communication plan to both market the image and all of your assets and to inform people about events and activities.*

Continue to utilize any traditional means (Town email blasts, Depot Sign Board, street side signs) that have proven to be effective to inform the public about events. The Committee should also periodically assess current strategies to see if they in fact are effective.

Develop a web site dedicated to downtown Gibsonville (see Organization Recommendations). Include area and downtown maps, list of businesses with links, hours of operation, events calendar, etc. Look at web sites used by other towns (e.g., Clayton - <http://www.downtownclayton.org/>) to promote their downtown for ideas.

Use social media to market to both a local and an external (traveling) audience. You may be able to utilize the Elon University Communications Program students in some manner. If not, it would be worthwhile engaging a professional for assistance.

- *Develop marketing campaigns that address different markets – local and non-local – and be specific.*

A marketing campaign will involve identifying a specific audience and developing events, activities and material that would attract that audience. Recognize that “one size fits all” efforts often are so general as to appeal to no one. While a targeted effort will likely narrow your participation, by focusing you will likely get a greater return for your investment. There will be times when the desired audience is not specific (i.e., the whole town) and the marketing plan will be broader. The message can and should still be targeted and specific.

- *Encourage retailers to do cross-promotion.*

Cross-promotions can occur when retailers share customers or have complementary products or services. For example, someone buying a wedding gift at a jeweler might be given a coupon to be used at the local florist. This keeps customers (and their dollars) downtown and increases circulation.

- *Identify leveraging opportunities.*

The Burke Manor Inn brings out of town visitors to Gibsonville. Currently they provide an excellent package of information about downtown restaurants including a map of downtown businesses and information about hours of operation. There may be additional ways that local businesses could capture that audience by working with the BMI.

The team understands that the Parks and Recreation program brings hundreds of people (kids and their families) into the area several times a week at different times of the year. There is currently an opportunity for businesses to sponsor sporting events at Moricle Park. Other businesses might see sponsorship as an opportunity to market their business, and there may be other ways to leverage the draw of the park into downtown activity. Discussions with the Parks & Recreation leadership may reveal additional opportunities to creatively market the downtown to parks users.

- *The Promotions Committee should work with the Town officials and the owner of the model railroad to reestablish a regular schedule of operations.*

The model railroad is one of the more unique attractions in Gibsonville’s downtown. It would be great if regular hours of operation were established and this feature could be promoted more widely. This has the potential to be a magnet for the tourist market while also being the basis for some creative and interesting special events.

Design

Design speaks to anything and everything that is visible to the naked eye. So many of our impressions are formed by what we see which in turn affects how we act (the decisions we make). Attractive storefronts, signs and window displays are inviting and help bring people into commercial spaces. Likewise trees, flowers, well-maintained parking lots and clean streets encourage people to get out of their cars and walk, thus enhancing the likelihood that they may become consumers of local goods and services. On the other hand, dirty windows, empty display cases, outdated signs, unappealing store facades and muddy parking lots create negative images and discourage shoppers.

The one element of Gibsonville's downtown that more clearly distinguishes it from other retail marketplaces is its physical environment: the buildings, streets, sidewalks, greens and open spaces, and even the railroad. Designed before the widespread use of cars, this marketplace is scaled for people and it is comfortably walkable. But that advantage needs to be managed so that it continues to be a positive distinction. There are opportunities to enhance Gibsonville's downtown image through improvements in each of these areas.

The Design Committee plays a key role in shaping the physical image of Downtown Gibsonville as a place to attract shoppers, investors, business owners, potential residents, and visitors. To succeed, this committee must persuade property owners to invest smartly in their buildings and parking areas, business owners to attend to their shop windows and displays, and the Town to continue to maintain and improve the public spaces (greens, parks, sidewalks, and streets).

The Design Committee is responsible for educating others about good design, providing good design advice, and advocating for design improvements. Their realm of advocacy takes in both privately-owned assets such as buildings and parking lots, plus publicly-owned spaces including sidewalks, landscaping, signage, and other components that make up an entire streetscape. They should embrace planning downtown's physical development, guiding future growth and shaping regulations while motivating others to make positive design improvements.

Recommendations

- *The Design Committee should implement a Wayfinding Signage system.*

For many the question is, "Where is Gibsonville?" The Design Committee should demystify the location and make it easier for people to find the Town and downtown. The Town, with the Committee's support, should contact NCDOT to determine eligibility and the process to get "brown" (acknowledging historic and cultural significance) direction signs installed at major gateways to town, such as Westbrook, NC 100 and NC 61. If NCDOT brown signs are not available, install "Downtown" directional signs at strategic intersections to help people find the center.

- *The Design Committee should encourage and promote the Façade Grant Program.*

Promote the Façade Grant program through email and links on the Town webpage. Have forms available online and in Town Hall for applicants to complete. Provide information on “Design Guidelines” (examples are available through the NCDDA toolbox or through Gray Stout) and to the extent possible provide design assistance to property owners to ensure quality projects.

- *The Design Committee should, as part of a long range plan, begin to study and implement the following:*
 - *Implement strategic street tree planting based on the McBride Hess Conceptual Master Plan;*
 - *Paint additional crosswalks at key intersections to facilitate pedestrian crossings;*
 - *Install decorative banners on newer Duke Energy “acorn type” light fixtures;*
 - *Explore the possibility of creating defined off street parking behind buildings along Main Street and utilize the existing pedestrian alley connector.*
- *The Design Committee, in partnership with the Economic Restructuring Committee, should investigate bringing a consultant to provide window display design guidance.*

This could be done as a workshop, although it may be difficult to find a time suitable for broad attendance, or as an offer of one to one consultation. It may be necessary to underwrite this design assistance, but should be done on some kind of matching basis with business owners paying a nominal fee.

Economic Restructuring

Economic Restructuring involves, at its most basic level, making the downtown and the building and business owners within its boundaries sustainably profitable. This involves the process of sustaining existing businesses while actively and systematically recruiting new businesses. There is a significant degree of overlap between the four points of the Main Street Four-Point Approach®, and business recruitment and retention efforts are more successful when the central business district is pleasing in appearance and has a strong promotional and marketing program. Recruiting new businesses will serve to strengthen the existing businesses by creating a larger mass of goods and services to draw larger numbers of consumers to Gibsonville’s central business district.

Gibsonville retailers and potential retailers must be aware of many factors which include, but are not limited to, local and regional demographic information, consumer preferences, tourism, retail leakage and surplus, and competing retailers and commercial markets. The retail observations provided within this report are intended to provide a basic picture of those factors as they relate to Gibsonville.

The team used the Economic and Social Research Institute (ESRI) to provide a trade area report. This report provides raw, detailed information about the demographic and business makeup of the targeted populations within a prescribed radius of a central point. For Gibsonville, we chose to review a two mile

radius from the intersection of Main Street and Lewis Street as this covers the primary market area surrounding Gibsonville East to Elon College and South to Business Highway 70. (Please see the appendix for a map detailing the radius referenced.) We understand that while some individual businesses may draw from a larger geographic area, the preponderance of Gibsonville businesses depend on this local trading area.

The characteristics and trends of a marketplace are constantly shifting, so it is important to recognize that the raw data provided by ESRI and NCCDA’s observations and recommendations based on this data are also subject to change. Regularly conducting market assessments of the downtown’s trade area will be valuable for Gibsonville, especially as the trade area grows through new residential and commercial development.

General Demographic Data

Retail and restaurant use typically falls into one of two categories, convenience or destination. Convenience shopping is based exclusively on ease of access and includes things such as gas, groceries, etc., whereas destination shopping is based on selection, quality, style, and price and includes clothing, general merchandise, etc. Because of Gibsonville’s proximity to Burlington, Greensboro, U.S. 70 and I-85, its downtown primarily functions as a convenience retail center although it does have some destination businesses – Wade’s Jewelers, Burke Manor Inn, the furniture and antiques stores and some other businesses. Convenience stores are most at risk as new centers open closer to residential concentrations (e.g., Lowe’s Foods) thus becoming more convenient. Still, downtown Gibsonville has strengths that can be built upon to be a viable retail center.

Demographic and Income Comparison

	US Census 2013 City Limits *	ESRI 2014 Two Mile Radius	ESRI 2019 Two Mile Radius
Population	6,640	11,618	12,298
Households (HH)	2,537	4,662	4,966
Average HH Size	2.51	2.26	2.26
Owner Occupied HH	1,852	2,997	3,228
Renter Occupied HH	685	1,666	1,738
Median HH Income	\$57,841	\$44,188	\$51,538
Average HH Income		\$57,623	\$62,934

* Source: <http://quickfacts.census.gov/qfd/states/37/3725980.html>

These figures show a modest growth projection from 2014 to 2019 in all categories. The projected annual rate of growth is higher in each category than either the North Carolina or national average projected rate of growth. While this is a positive sign of a projected growing regional economy, the gross numbers are still small and represent modest economic opportunity.

ESRI looks for general trends in the demographic data they collect to create “Tapestry” segments for specific zip codes and communities, classifying U.S. neighborhoods into 67 different segments based on

various socioeconomic and demographic trends of a place. By studying these population segments relative to current market offerings one may learn about business opportunities going unserved, or about niches to explore. ESRI has identified ten segments in Gibsonville's two-mile radius market area, representing 99.9% of the population. What follows are the top eight and their population, according to ESRI, along with their explanations. For more information on the "Tapestry Segmentations," please see the associated web site at: www.esri.com/tapestry.

ESRI Tapestry Segments within a two mile radius of downtown Gibsonville

Cozy Country Living: Heartland Communities (25.5%)

Who We Are: "Well settled and close-knit, Heartland Communities are semirural and semiretired. These older householders are primarily homeowners, and many have paid off their mortgages. Their children have moved away, but they have no plans to leave their homes. Their hearts are with the country; they embrace the slower pace of life here but actively participate in outdoor activities and community events. Traditional and patriotic, these residents support their local businesses, always buy American, and favor domestic driving vacations over foreign plane trips."

Socioeconomic Traits: "More workers are white collar than blue collar; more skilled than unskilled. The rural economy of this market provides employment in the manufacturing, construction, and agriculture industries. These are budget savvy consumers; they stick to brands they grew up with and know the price of goods they purchase. Buying American is important. Daily life is busy, but routine. Working on the weekends is not uncommon. Residents trust TV and newspapers more than any other media. Skeptical about their financial future, they stick to community banks and low-risk investments."

Market Profile: "Traditional in their ways, residents of Heartland Communities choose to bank and pay their bills in person and purchase insurance from an agent. Most have high-speed Internet access at home or on their cell phone but aren't ready to go paperless. Many residents have paid off their home mortgages but still hold auto loans and student loans. Noninterest checking accounts are common. To support their local community, residents participate in public activities. Home remodeling is not a priority, but homeowners do tackle necessary maintenance work on their cherished homes. They have invested in riding lawn mowers to maintain their larger yards. They enjoy country music and watch CMT. Motorcycling, hunting, and fishing are popular; walking is the main form of exercise. To get around these semirural communities, residents prefer domestic trucks or SUVs. They prefer to travel in the US and favor the convenience of packaged deals."

Family Landscapes: Soccer Moms (21.9%)

Who We Are: “Soccer Moms is an affluent, family-oriented market with a country flavor. Residents are partial to new housing away from the bustle of the city but close enough to commute to professional job centers. Life in this suburban wilderness offsets the hectic pace of two working parents with growing children. They favor time-saving devices, like banking online or housekeeping services, and family-oriented pursuits.”

Socioeconomic Traits: “Education: 37.7% college graduates; more than 70% with some college education. Low unemployment at 5.9%; high labor force participation rate at 72%; 2 out of 3 households include 2+ workers. Connected, with a host of wireless devices from iPods to tablets—anything that enables convenience, like banking, paying bills, or even shopping online. Well insured and invested in a range of funds, from savings accounts or bonds to stocks. Carry a higher level of debt, including first and second mortgages and auto loans.”

Market Profile: “Most households own at least 2 vehicles; the most popular types are minivans and SUVs. Family-oriented purchases and activities dominate, like 4+ televisions (Index 165), movie purchases or rentals, children’s apparel and toys, and visits to theme parks or zoos. Outdoor activities and sports are characteristic of life in the suburban periphery, like bicycling, jogging, golfing, boating, and target shooting. Home maintenance services are frequently contracted, but these families also like their gardens and own the tools for minor upkeep, like riding mowers and tillers.”

GenXurban: Rustbelt Traditions (16%)

Who We Are: “The backbone of older industrial cities in states surrounding the Great Lakes, Rustbelt Traditions residents are a mix of married-couple families and singles living in older developments of single-family homes. While varied, the work force is primarily white collar, with a higher concentration of skilled workers in manufacturing, retail trade, and health care. Rustbelt Traditions represents a large market of stable, hard-working consumers with modest incomes but above average net worth. Family oriented, they value time spent at home. Most have lived, worked, and played in the same area for years.”

Socioeconomic Traits: “Most have graduated from high school or spent some time at a college or university. Unemployment below the US at 8%; labor force participation slightly higher than the US at 67%. While most income derived from wages and salaries, nearly 30% of households collecting Social Security and nearly 20% drawing income from retirement accounts. Family-oriented consumers who value time spent at home. Most lived, worked, and played in the same area for years. Budget aware shoppers that favor American-made products. Read newspapers, especially the Sunday editions.”

Market Profile: “Residents take advantage of convenience stores for fueling up and picking up incidentals. Watching television is a common pastime; many households have more than four

TVs. Favorite programming ranges from ESPN, Animal Planet, and AMC to children's shows on Nickelodeon and Cartoon Network. Residents are connected; entertainment activities like online gaming dominate their Internet usage. Favorite family restaurants include Applebee's, Outback Steakhouse, and Texas Roadhouse. Radio dials are typically tuned to classic rock stations."

GenXurban: Midlife Constants (10.3%)

Who We Are: "Midlife Constants residents are seniors, at or approaching retirement, with below average labor force participation and above average net worth. Although located in predominantly metropolitan areas, they live outside the central cities, in smaller communities. Their lifestyle is more country than urban. They are generous, but not spendthrifts."

Socioeconomic Traits: "Education: 64% have a high school diploma or some college. Unemployment is lower in this market at 7.4% (Index 86), but so is the labor force participation rate. Almost 42% of households are receiving Social Security; 28% also receive retirement income. Traditional, not trendy; opt for convenience and comfort, not cutting-edge. Technology has its uses, but the bells and whistles are a bother. Attentive to price, but not at the expense of quality, they prefer to buy American and natural products. Radio and newspapers are the media of choice (after television)."

Market Profile: Prefer practical vehicles like SUVs and trucks (domestic, of course). Sociable, church-going residents belonging to fraternal orders, veterans' clubs and charitable organizations and do volunteer work and fund-raising. Contribute to arts/cultural, educational, political, and social services organizations. DIY homebodies that spend on home improvement and gardening. Media preferences: country or Christian channels. Leisure activities include scrapbooking, movies at home, reading, fishing, and golf."

Rustic Outposts: Southern Satellites (7.9%)

Who We Are: "Southern Satellites is the second largest market found in rural settlements but within metropolitan areas located primarily in the South. This market is typically non-diverse, slightly older, settled married-couple families, who own their homes. Almost two-thirds of the homes are single-family structures; a third are mobile homes. Median household income and home value are below average. Workers are employed in a variety of industries, such as manufacturing, health care, retail trade, and construction, with higher proportions in mining and agriculture than the US. Residents enjoy country living, preferring outdoor activities and DIY home projects."

Socioeconomic Traits: "Education: almost 40% have a high school diploma only; 41% have college education. Unemployment rate is 9.2%, slightly higher than the US rate. Labor force participation rate is 59.7%, slightly lower than the US. These consumers are more concerned about cost rather than quality or brand loyalty. They tend to be somewhat late in adapting to

technology. They obtain a dis-proportionate amount of their information from TV, compared to other media.”

Market Profile: “Usually own a truck; likely to service it themselves. Frequent the convenience store, usually to fill up a vehicle with gas. Typical household has a satellite dish. Work on home improvement and remodeling projects. Own a pet, commonly a dog. Participate in fishing and hunting. Prefer to listen to country music and watch Country Music Television (CMT). Read fishing/hunting and home service magazines. Partial to eating at low-cost family restaurants and drive-ins. Use Walmart for all their shopping needs (groceries, clothing, pharmacy, etc.).”

Senior Styles: The Elders (6.5%)

Who We Are: “With a median age of 71.8 years, this is Tapestry Segmentation’s oldest market. The Elders residents favor communities designed for senior or assisted living, primarily in warmer climates with seasonal populations. Most of these householders are homeowners, although their housing varies from mobile homes to single-family residences to high-rise apartments. These seniors are informed, independent, and involved.”

Socioeconomic Traits: “Predominantly retirees, The Elders has a low labor force participation rate of 21.3%. Those who are still in the labor force tend to be self-employed or part-timers, commonly in real estate or the arts. Their income derives primarily from Social Security (80% of the households), retirement, or investments (almost half of the households). Less than 30% of the households draw wage/salary income. Median household income is lower than the US, but median net worth is much higher. These consumers have definite opinions about their spending, focusing on price, but not at the expense of quality. They prefer to use coupons and buy American and environmentally safe products. Cell phones are common but primarily used to make/receive calls.”

Market Profile: “Vehicles are just a means of transportation, but their first choice is luxury sedans. Most of their cars are older (5+ years). They are connected via modems (cable or dial-up) on older PCs or notebooks. However, banking is commonly done in person; shopping is by phone or in person. Shopping includes apparel and exercise equipment. They are avid readers, with audio books and e-readers. Newspapers and magazines are staples for news and entertainment. Cable TV is also a must, primarily watching news or movie channels, but also golf, travel, and history channels. Residents are sociable seniors, partial to a variety of clubs and organizations and generous with their time and support.”

Scholars and Patriots: Dorms to Diplomas (5.2%)

Who We Are: “On their own for the first time, Dorms to Diplomas residents are just learning about finance and cooking. Frozen dinners and fast food are common options. Shopping trips are sporadic, and preferences for products are still being established. Many carry a balance on their credit card so they can buy what they want now. Although school and part-time work take

up many hours of the day, the remainder is usually filled with socializing and having fun with friends. They are looking to learn life lessons inside and outside of the classroom. This is the first online generation, having had lifelong use of computers, the Internet, cell phones, and MP3 players.”

Socioeconomic Traits: “They’re the youngest market with half of the population aged 20–24. They’re impulse buyers who experiment with different brands. They buy trendy clothes on a budget. Vehicles are just a means of transportation—economy and environmental impact are factors in purchases; used, imported subcompact cars are a popular choice. They value socializing, having fun, and learning new things. They’re always connected; their cell phone is never out of reach.”

Market Profile: “They enjoy going out to bars for drinks and maybe a game of billiards. With little experience cooking, fast food and frozen dinners are the “go-to” choices. Appearance and fashion preferences come from magazines; hair color and teeth whiteners are commonplace. They listen to all the latest music on mobile MP3 players. They’re very active, participating in many sports, especially yoga. Use a computer for just about everything including news, entertainment, shopping, blogging, social media, TV, movies, and homework.”

Scholars and Patriots: College Towns (4.5%)

Who We Are: “About half the residents of College Towns are enrolled in college, while the rest work for a college or the services that support it. Students have busy schedules, but make time between studying and part-time jobs for socializing and sports. Students that are new to managing their own finances tend to make impulse buys and splurge on the latest fashions. This digitally engaged group uses computers and cell phones for all aspects of life including shopping, school work, news, social media, and entertainment. College Towns are all about new experiences, and residents seek out variety and adventure in their lives.”

Socioeconomic Traits: “Their limited incomes result in thrifty purchases. They do not eat the healthiest foods, nor do they see a doctor regularly. They dress to impress with the latest fashions of the season. They prefer environmentally friendly products and vehicles that get good gas mileage. They’re heavily influenced by celebrity endorsements and trends in magazines. They feel anything that can be done online is easier than in person. They have liberal political views.”

Market Profile: “Own a laptop and a portable MP3 player. Watch movies and TV programs online; MTV and Comedy Central on TV. Use the Internet for social media connections, blogging, paying bills, and downloading music. Have cell phones only (no landlines) and enjoy customizing them. Popular activities: backpacking, Pilates, and Frisbee. Go out to the movies and out for drinks.”

Recommendations

- *The Economic Restructuring Committee should establish a downtown brand identity (see Promotion recommendations).*

Market strength is derived, in part, by a consistent and cohesive image. Gibsonville's downtown has a variety of established businesses, but does not have a brand image used to market the offerings of the center as a whole. This effort can help the community strengthen its role regionally while also helping individual businesses.

- *The Economic Restructuring Committee should develop an available property Inventory.*

Compile a list of all downtown property that is available for rent and for sale. Include underutilized 2nd floors and land. Post this list on the Town website and update periodically. Look at other communities' web sites to see how this may be done. (e.g., Clayton, NC)

- *The Economic Restructuring Committee should develop a package of incentives available for building or business improvement.*

For example, current Economic Development Tools / Incentives available in Gibsonville include the Façade Grant Program (50% matching Grant up to \$2,000) and the Investment Tax Credit for the rehabilitation of pre-1936 Buildings (10% Federal Tax Credit). Details can be provided for each of these incentives. Other incentives may exist and should be documented.

- *The Economic Restructuring Committee should study the ESRI material on the existing market and also look to other market data sources so as to understand market conditions and opportunities.*

For example, the ESRI Tapestry Segment, "Soccer Moms", represents 21.9% of the population within two miles of downtown. The Parks and Recreation soccer programs bring in approximately 1500 people (kids, parents, relatives, friends) two times per week during the two soccer seasons. What opportunities might this represent for existing businesses?

Share the market data with retailers and property owners such that they may take advantage of information about market niches that may be underserved. In some cases there may be an opportunity to add a line of goods that is not available locally.

- *The Economic Restructuring Committee should establish a business retention and recruitment plan.*

This committee is responsible for monitoring the overall health of the downtown economy. They should work closely with business and property owners to understand the needs and opportunities for business growth and expansion. A business retention and recruitment plan will incorporate knowing as much as possible about existing properties and businesses. (See

recommendation about inventory.) This may also include ideas for business assistance and expanding the market place based on market gaps or underserved areas.

- *The Economic Restructuring Committee should promote the downtown district through internet marketing as a place to invest.*

Through market analysis and conversations with business owners, identify the preferred target audience(s) for downtown Gibsonville and create website information specific to this (or these) audience(s). Also use the advantages of other existing web sites to market and promote downtown. For example, where appropriate advertise local properties that are available on websites like those of Preservation NC and the National Trust for Historic Preservation.

- *The Economic Restructuring Committee should look for opportunities to create Public / Private Partnerships where and when appropriate.*

These will be ways the Town can work with the private sector to advance economic development. Two existing examples are the Façade Incentive Grant program (currently Town funded but requiring an owner's match) and the Music on Saturdays underwritten by Town and Merchant Association funds. In every case it is important to see how one sector's contribution can be used to leverage funds from the other leading to a larger impact.

Final Thoughts

Gibsonville's downtown has challenges but none that are not faced by most small, rural downtowns near larger metro populations. It also has opportunities. These flow from its inherent assets, including its proximity to those same metro areas. The biggest challenge, true in all towns, is finding sufficient leadership to take on the task of revitalization. So far the Town government, led by the Town Manager, Ben Baxley, has stepped up. That initiative has been met in part by volunteers. If Gibsonville continues to build its civic investment, then we are confident that downtown investment will follow. As you reflect on your efforts to date and this report, we would offer these last words:

- *Use your organization to focus energy (and effort and resources).* An organization is a vehicle to pull together those who have a passion for downtown. It will allow you to corral their collective energy and give it direction.
- *Create a collective vision for downtown to guide your efforts.* Most people have a view of a desired future, but it is not unusual for those views to vary in details and timing. To help give clarity to your efforts and as a means of measuring progress, it is desirable to create a "share vision" for downtown, engaging not only downtown's business and property owners, but also others from the community who believe in the importance of a vital and health downtown.

- *Engage strategic thinking AND strategic doing.* Everyone wants to mark things off a check list as completed. It is better though to be sure that those things that are being checked off are in fact things that matter, things that do move you towards your shared vision. Take time to think deeply about what needs to be done, then be sure to take actions to see it done.
- *Plan within your capacity, and when ready, expand your capacity.* Currently the Town is providing management for the downtown effort through the Town manager. That is a wonderful commitment by the Town but it is also a luxury that the Town cannot long afford. The manager's plate is full. Therefore progress in this effort will be marked by the efforts of volunteers. Dream big, but anchor your dreams in the reality of your capacity. As you are successful, resources may increase, which in time may allow you to expand your efforts.
- *When ready, pursue N.C. Main Street designation.* Main Street is a proven program and the North Carolina Main Street Center is an ideal partner for Gibsonville. When you are ready, connect again with them to see what steps may be necessary for a successful application.

Summary of Recommendations (See report for expanded narrative.)

Organization

- *Create a structure (board, committee of the Town, commission, non-profit, etc.) for the organization as an entity and select members to serve as the overall directors.*
- *Identify a Chair and officers for the Organization.*
- *Select a name for the overall organization, e.g., “Downtown Gibsonville Initiative”.*
- *Establish bylaws to guide the operations and board actions.*
- *Establish an annual work plan for the board addressing each of the committees.*

The Organization Committee (comprised as noted above) should:

- *Develop information “packets” on downtown.*
- *Develop a web site for the downtown organization to disseminate information.*
- *Begin to develop a list of potential incentives to support downtown investment.*
- *Create a community vision for downtown.*

Promotion

The Promotions Committee should:

- *Conduct an asset inventory (Know Thyself!)*
- *Solicit professional assistance in developing a “downtown image” concept.*
- *Develop a Communication plan to both market the image and all of your assets and to inform people about events and activities.*
- *Develop marketing campaigns that address different markets – local and non-local – and be specific.*
- *Encourage retailers to do cross-promotion.*
- *Identify leveraging opportunities.*

Design

The Design Committee should:

- *Implement a Wayfinding Signage system.*
- *Encourage and promote the Façade Grant Program.*
- *As part of a long range plan, begin to study and implement the following:*
 - *Implement strategic street tree planting based on the McBride Hess Conceptual Master Plan;*
 - *Paint additional crosswalks at key intersections to facilitate pedestrian crossings;*
 - *Install decorative banners on newer Duke Energy “acorn type” light fixtures;*
 - *Explore the possibility of creating defined off street parking behind buildings along Main Street and utilize the existing pedestrian alley connector.*

- *In partnership with the Economic Restructuring Committee, investigate bringing a consultant to provide window display design guidance.*

Economic Restructuring

The Economic Restructuring Committee Should:

- *Establish a downtown brand identity (see Promotion recommendations).*
- *Develop an available property Inventory.*
- *Develop a package of incentives available for building or business improvement.*
- *Study the ESRI material on the existing market and also look to other market data sources so as to understand market conditions and opportunities.*
- *Establish a business retention and recruitment plan.*
- *Promote the downtown district through internet marketing as a place to invest.*
- *Look for opportunities to create Public / Private Partnerships where and when appropriate.*

Appendix Items

ESRI Site Map, two mile radius defined

ESRI Demographic and Income Comparison

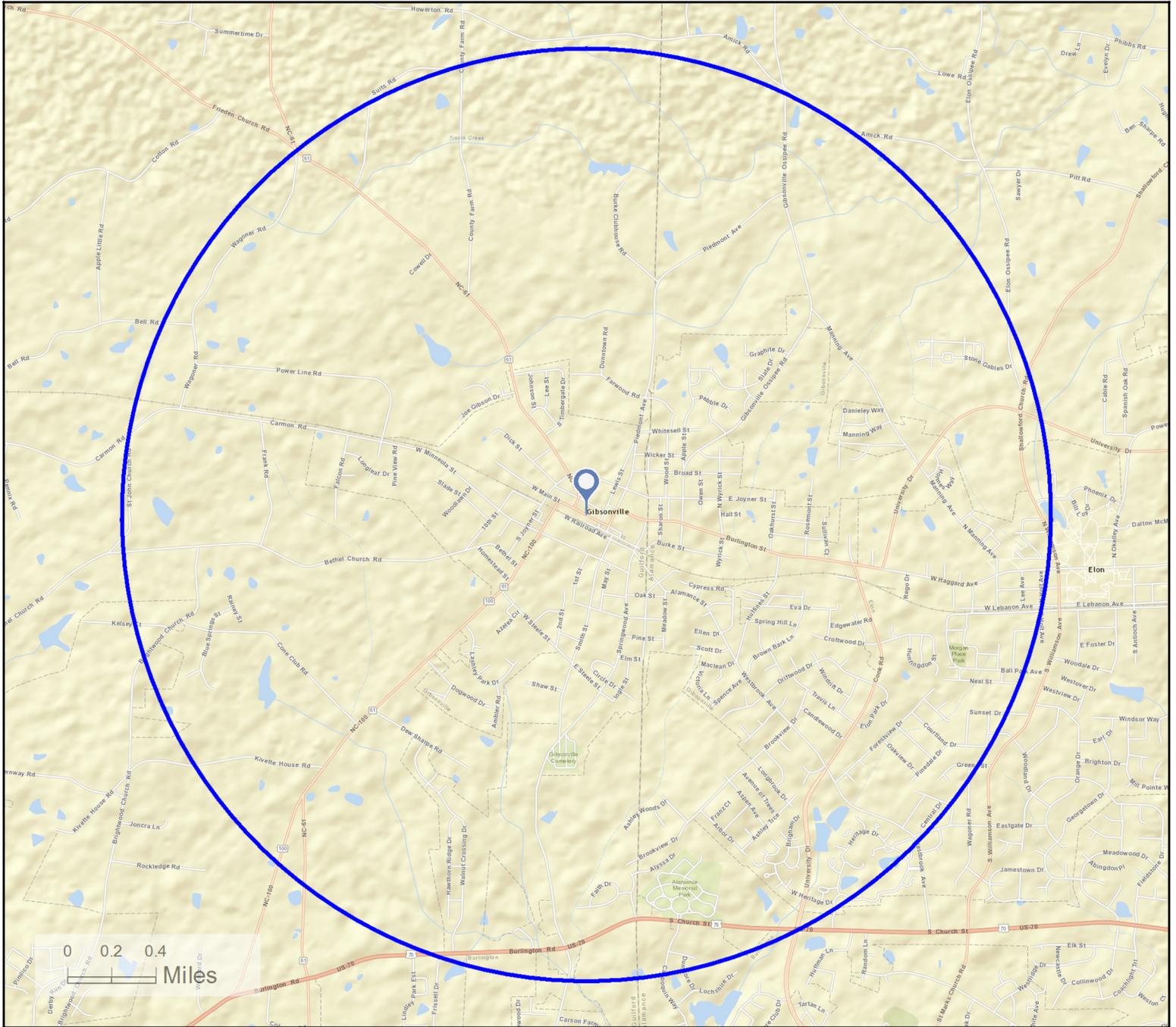
ESRI Tapestry Segmentation Area Profile



Site Map

Intersection Main And Lewis , Gibsonville, North Carolina,
Ring: 2 mile radius

Latitude: 36.106270
Longitude: -79.54297



September 08, 2014



Demographic and Income Comparison Profile

Intersection Main And Lewis , Gibsonville, North Carolina...
Ring: 2 mile radius

Latitude: 36.10627
Longitude: -79.54297

2 mile

Census 2010 Summary

Population	11,079
Households	4,417
Families	2,728
Average Household Size	2.27
Owner Occupied Housing Units	2,918
Renter Occupied Housing Units	1,499
Median Age	37.2

2014 Summary

Population	11,618
Households	4,662
Families	2,859
Average Household Size	2.26
Owner Occupied Housing Units	2,997
Renter Occupied Housing Units	1,666
Median Age	38.2
Median Household Income	\$44,188
Average Household Income	\$57,623

2019 Summary

Population	12,298
Households	4,966
Families	3,032
Average Household Size	2.26
Owner Occupied Housing Units	3,228
Renter Occupied Housing Units	1,738
Median Age	39.0
Median Household Income	\$51,538
Average Household Income	\$62,934

Trends: 2014-2019 Annual Rate

Population	1.14%
Households	1.27%
Families	1.18%
Owner Households	1.50%
Median Household Income	3.13%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019.

September 08, 2014



Demographic and Income Comparison Profile

Intersection Main And Lewis , Gibsonville, North Carolina...
Ring: 2 mile radius

Latitude: 36.10627
Longitude: -79.54297

2014 Households by Income	2 mile	
	Number	Percent
<\$15,000	896	19.2%
\$15,000 - \$24,999	505	10.8%
\$25,000 - \$34,999	497	10.7%
\$35,000 - \$49,999	635	13.6%
\$50,000 - \$74,999	911	19.5%
\$75,000 - \$99,999	638	13.7%
\$100,000 - \$149,999	389	8.3%
\$150,000 - \$199,999	118	2.5%
\$200,000+	74	1.6%
Median Household Income	\$44,188	
Average Household Income	\$57,623	
Per Capita Income	\$22,860	

2019 Households by Income	Number		Percent	
<\$15,000	885	17.8%		
\$15,000 - \$24,999	386	7.8%		
\$25,000 - \$34,999	425	8.6%		
\$35,000 - \$49,999	688	13.9%		
\$50,000 - \$74,999	1,052	21.2%		
\$75,000 - \$99,999	776	15.6%		
\$100,000 - \$149,999	502	10.1%		
\$150,000 - \$199,999	151	3.0%		
\$200,000+	101	2.0%		
Median Household Income	\$51,538			
Average Household Income	\$62,934			
Per Capita Income	\$24,935			

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019.



Demographic and Income Comparison Profile

Intersection Main And Lewis , Gibsonville, North Carolina...
Ring: 2 mile radius

Latitude: 36.10627
Longitude: -79.54297

		2 mile	
2010 Population by Age		Number	Percent
Age 0 - 4		502	4.5%
Age 5 - 9		596	5.4%
Age 10 - 14		620	5.6%
Age 15 - 19		1,197	10.8%
Age 20 - 24		1,308	11.8%
Age 25 - 34		1,019	9.2%
Age 35 - 44		1,352	12.2%
Age 45 - 54		1,403	12.7%
Age 55 - 64		1,226	11.1%
Age 65 - 74		758	6.8%
Age 75 - 84		685	6.2%
Age 85+		412	3.7%

2014 Population by Age		Number	Percent
Age 0 - 4		507	4.4%
Age 5 - 9		552	4.8%
Age 10 - 14		641	5.5%
Age 15 - 19		1,162	10.0%
Age 20 - 24		1,262	10.9%
Age 25 - 34		1,311	11.3%
Age 35 - 44		1,293	11.1%
Age 45 - 54		1,440	12.4%
Age 55 - 64		1,324	11.4%
Age 65 - 74		996	8.6%
Age 75 - 84		681	5.9%
Age 85+		447	3.8%

2019 Population by Age		Number	Percent
Age 0 - 4		549	4.5%
Age 5 - 9		559	4.5%
Age 10 - 14		611	5.0%
Age 15 - 19		1,197	9.7%
Age 20 - 24		1,190	9.7%
Age 25 - 34		1,530	12.4%
Age 35 - 44		1,257	10.2%
Age 45 - 54		1,471	12.0%
Age 55 - 64		1,461	11.9%
Age 65 - 74		1,224	10.0%
Age 75 - 84		781	6.4%
Age 85+		468	3.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019.

September 08, 2014



Demographic and Income Comparison Profile

Intersection Main And Lewis , Gibsonville, North Carolina...
Ring: 2 mile radius

Latitude: 36.10627
Longitude: -79.54297

2 mile		
2010 Race and Ethnicity	Number	Percent
White Alone	9,167	82.7%
Black Alone	1,327	12.0%
American Indian Alone	26	0.2%
Asian Alone	112	1.0%
Pacific Islander Alone	5	0.0%
Some Other Race Alone	265	2.4%
Two or More Races	176	1.6%
Hispanic Origin (Any Race)	499	4.5%

2014 Race and Ethnicity	Number	Percent
White Alone	9,397	80.9%
Black Alone	1,501	12.9%
American Indian Alone	28	0.2%
Asian Alone	140	1.2%
Pacific Islander Alone	7	0.1%
Some Other Race Alone	337	2.9%
Two or More Races	208	1.8%
Hispanic Origin (Any Race)	631	5.4%

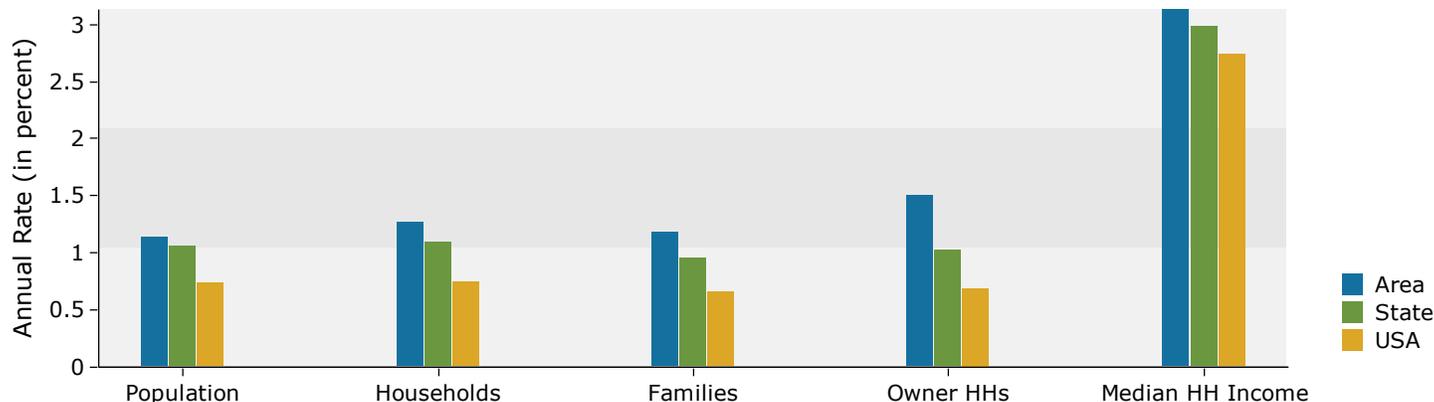
2019 Race and Ethnicity	Number	Percent
White Alone	9,632	78.3%
Black Alone	1,731	14.1%
American Indian Alone	30	0.2%
Asian Alone	181	1.5%
Pacific Islander Alone	7	0.1%
Some Other Race Alone	457	3.7%
Two or More Races	259	2.1%
Hispanic Origin (Any Race)	835	6.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019.

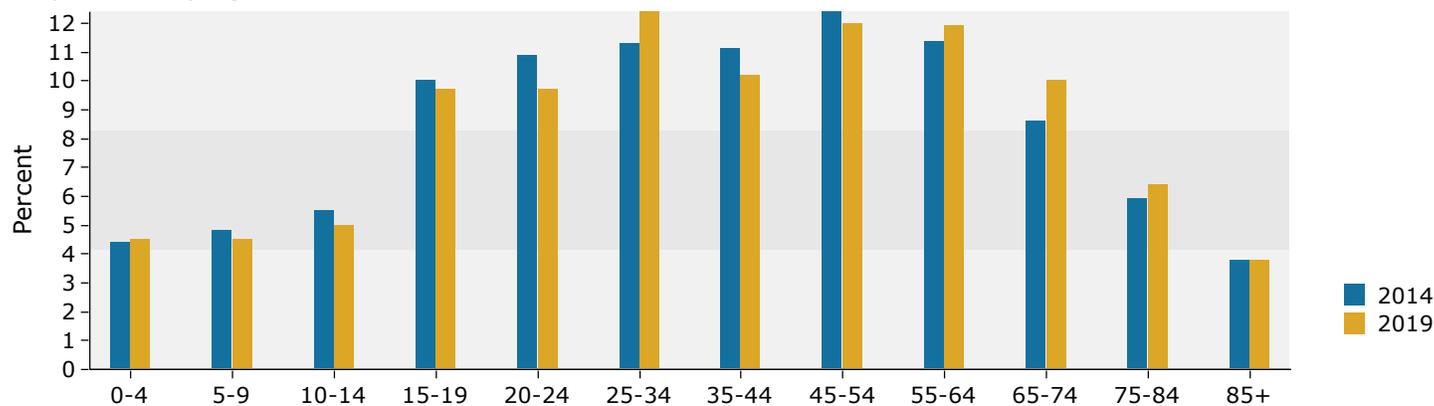
September 08, 2014

2 mile

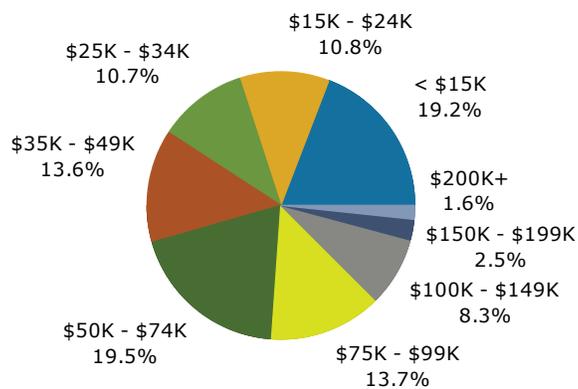
Trends 2014-2019



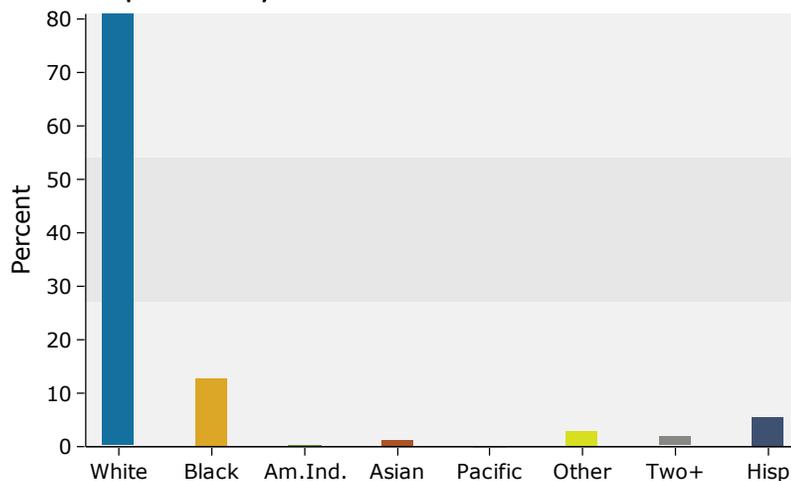
Population by Age



2014 Household Income



2014 Population by Race



Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019.



Tapestry Segmentation Area Profile (2014)

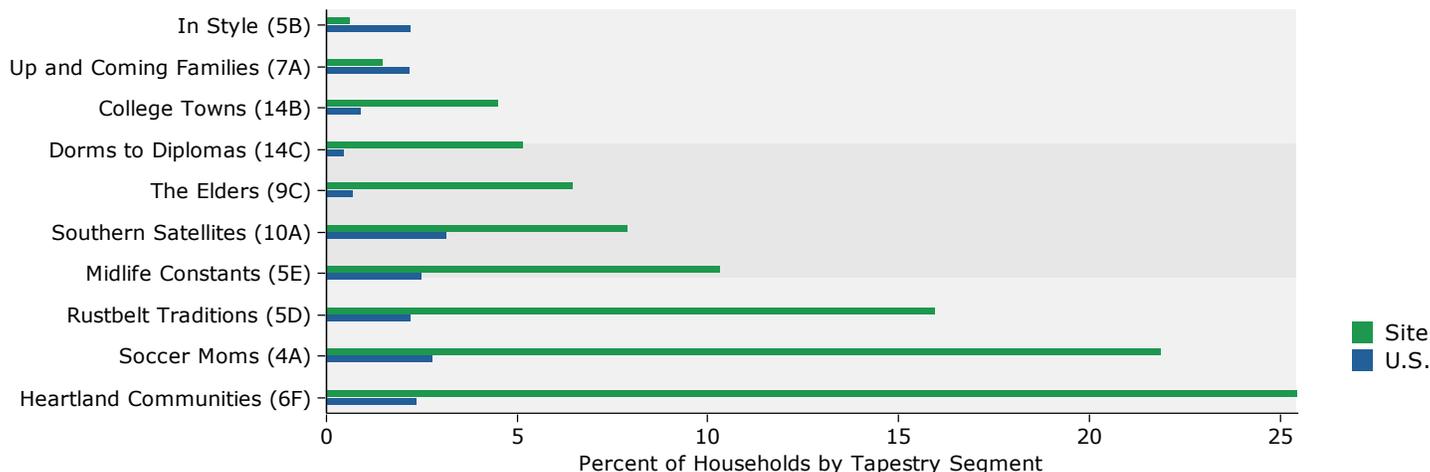
Intersection Main And Lewis , Gibsonville, North Carolina...
 Ring: 2 mile radius

Latitude: 36.10627
 Longitude: -79.54297

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2014 Households		2014 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Heartland Communities (6F)	25.5%	25.5%	2.4%	2.4%	1065
2	Soccer Moms (4A)	21.9%	47.4%	2.8%	5.2%	779
3	Rustbelt Traditions (5D)	16.0%	63.4%	2.2%	7.4%	713
4	Midlife Constants (5E)	10.3%	73.7%	2.5%	9.9%	406
5	Southern Satellites (10A)	7.9%	81.6%	3.2%	13.1%	250
Subtotal		81.6%		13.1%		
6	The Elders (9C)	6.5%	88.1%	0.7%	13.8%	885
7	Dorms to Diplomas (14C)	5.2%	93.3%	0.5%	14.3%	1,027
8	College Towns (14B)	4.5%	97.8%	0.9%	15.2%	480
9	Up and Coming Families (7A)	1.5%	99.3%	2.2%	17.4%	68
10	In Style (5B)	0.6%	99.9%	2.3%	19.7%	29
Subtotal		18.3%		6.6%		
Total		100.0%		19.8%		505

Top Ten Tapestry Segments Site vs. U.S.



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

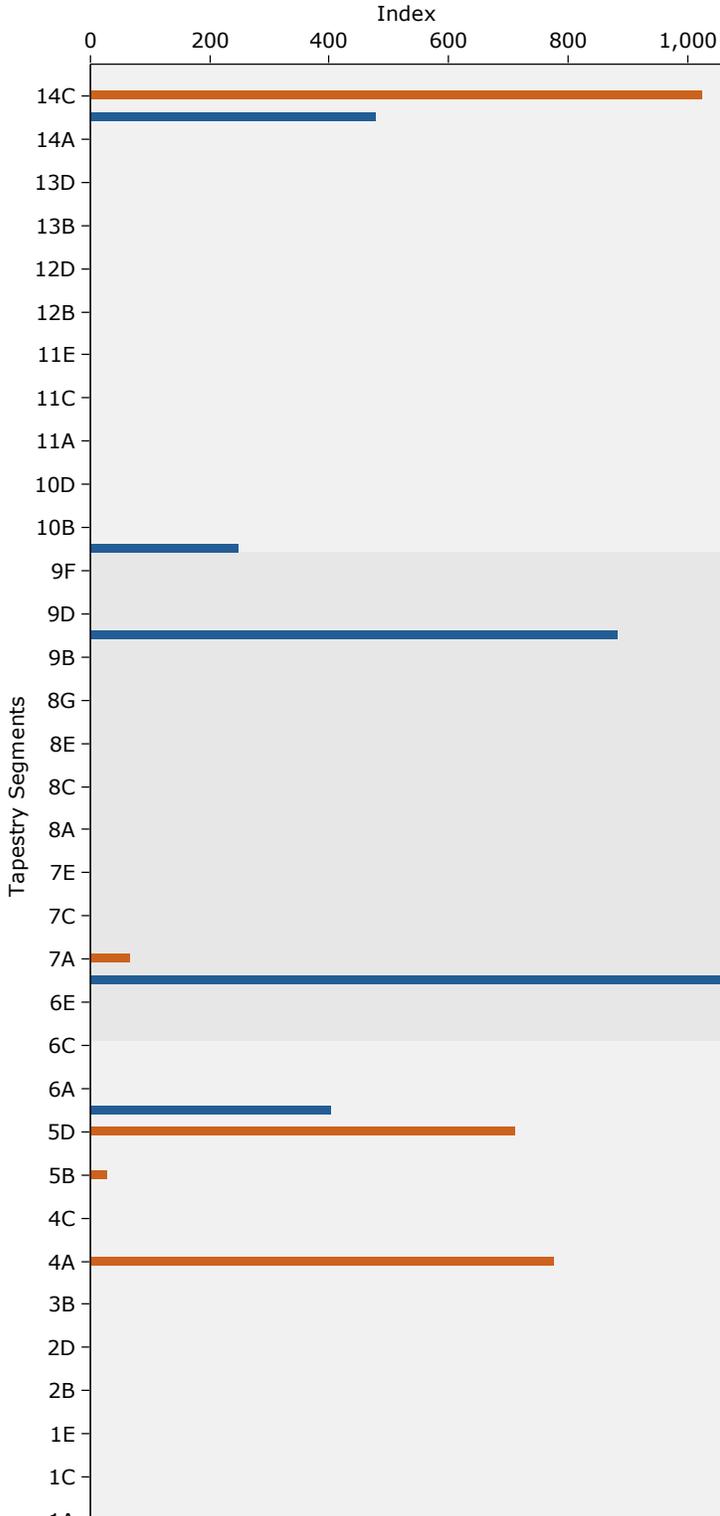


Tapestry Segmentation Area Profile (2014)

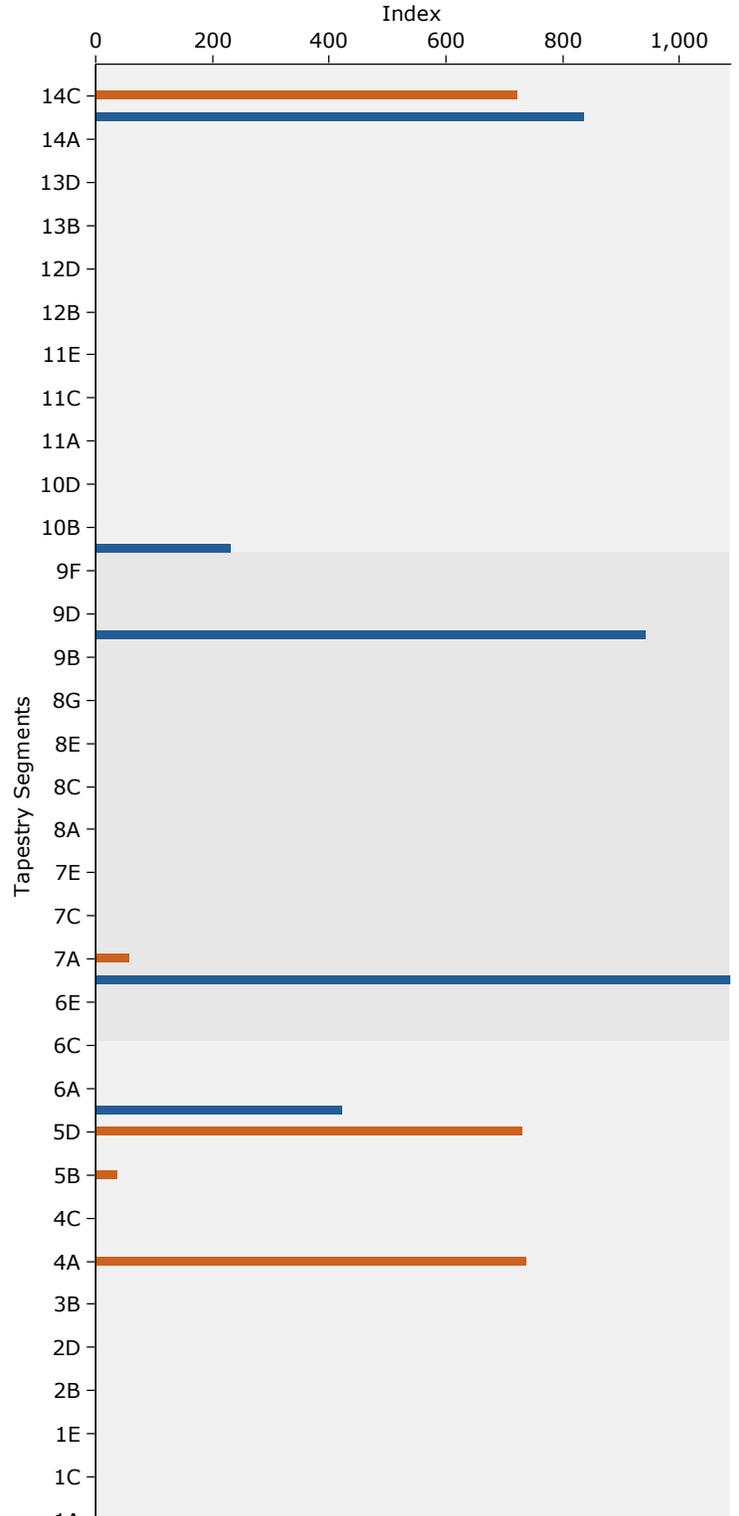
Intersection Main And Lewis , Gibsonville, North Carolina...
 Ring: 2 mile radius

Latitude: 36.10627
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2014 Tapestry Indexes by Households



2014 Tapestry Indexes by Population



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile (2014)

Intersection Main And Lewis , Gibsonville, North Carolina...
 Ring: 2 mile radius

Latitude: 36.10627
 Longitude: -79.54297

Tapestry LifeMode Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	4,662	100.0%		11,618	100.0%	
1. Affluent Estates	0	0.0%	0	0	0.0%	0
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
2. Upscale Avenues	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	1,022	21.9%	299	2,715	23.4%	294
Soccer Moms (4A)	1,022	21.9%	779	2,715	23.4%	740
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	1,258	27.0%	234	3,006	25.9%	241
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	30	0.6%	29	91	0.8%	39
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	746	16.0%	713	1,792	15.4%	733
Midlife Constants (5E)	482	10.3%	406	1,123	9.7%	423
6. Cozy Country Living	1,188	25.5%	209	2,792	24.0%	204
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	1,188	25.5%	1,065	2,792	24.0%	1,089
7. Ethnic Enclaves	70	1.5%	22	175	1.5%	17
Up and Coming Families (7A)	70	1.5%	68	175	1.5%	58
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

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Source: Esri



Tapestry Segmentation Area Profile (2014)

Intersection Main And Lewis , Gibsonville, North Carolina...
 Ring: 2 mile radius

Latitude: 36.10627
 Longitude: -79.54297

Tapestry LifeMode Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	4,662	100.0%		11,618	100.0%	
8. Middle Ground	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	302	6.5%	113	520	4.5%	101
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	302	6.5%	885	520	4.5%	946
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	369	7.9%	94	870	7.5%	89
Southern Satellites (10A)	369	7.9%	250	870	7.5%	233
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	453	9.7%	606	1,540	13.3%	613
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	211	4.5%	480	872	7.5%	838
Dorms to Diplomas (14C)	242	5.2%	1,027	668	5.7%	725
Unclassified (15)	0	0.0%	0	0	0.0%	0

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Source: Esri



Tapestry Segmentation Area Profile (2014)

Intersection Main And Lewis , Gibsonville, North Carolina...
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Tapestry Urbanization Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	4,662	100.0%		11,618	100.0%	
1. Principal Urban Center	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	746	16.0%	95	1,792	15.4%	83
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	746	16.0%	713	1,792	15.4%	733
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	483	10.4%	57	1,631	14.0%	90
In Style (5B)	30	0.6%	29	91	0.8%	39
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	211	4.5%	480	872	7.5%	838
Dorms to Diplomas (14C)	242	5.2%	1,027	668	5.7%	725

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Tapestry Urbanization Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	4,662	100.0%		11,618	100.0%	
4. Suburban Periphery	1,876	40.2%	128	4,533	39.0%	121
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	1,022	21.9%	779	2,715	23.4%	740
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	482	10.3%	406	1,123	9.7%	423
Up and Coming Families (7A)	70	1.5%	68	175	1.5%	58
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	302	6.5%	885	520	4.5%	946
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	1,188	25.5%	271	2,792	24.0%	261
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	1,188	25.5%	1,065	2,792	24.0%	1,089
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	369	7.9%	46	870	7.5%	45
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	369	7.9%	250	870	7.5%	233
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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