



THE TOWN OF  
**BOILING SPRINGS**

ONE TOWN • ONE UNIVERSITY • ONE COMMUNITY

**The Town of Boiling Springs**  
**Strategic Plan**  
**2022-2023**



## **Town Council**

Mayor Daniel Thomas

Mayor Pro Tem Patrick Litton

Council member Marty L. Thomas

Council member Tommy Greene

Council member Tonya Gantt

Council member Caleb Edwards

Justin Longino, Town Manager



## Executive Summary

The purpose of this strategic plan is to provide a framework, overall direction and specific guidance to the town council and town staff.

The Town Council of the Town of Boiling Springs, with support from staff, held a strategic planning board retreat on March 19, 2022. Chris Aycock, President of The Aycock Group, was engaged to facilitate the strategic planning process and create this strategic planning document. The town manager presented a report on “the state of the town” at the beginning of the retreat.

### **Priorities to guide the implementation of The Downtown Master Plan and Corridor Study**

The town council identified two priorities from The Downtown Master Plan and Corridor Study.

These priorities are not listed in order of importance.

1. Develop a comprehensive business recruitment package for the town.
2. Explore options for the use of the land and building(s) located at the Old Town site and determine the best use.

### **Overall Strategic Priorities**

The board also established four overall priorities for the town. The town council developed specific objectives for each of the overall four priorities to provide guidance and specific direction on how these priorities should be addressed which are listed in this plan.

These overall priorities are not listed in order of importance.

Priority 1 Business Recruitment

Priority 2 Staffing

Priority 3 Infrastructure

Priority 4 Quality of Life and Place Making

The Strategic Plan will be monitored formally by the town council and progress reports provided quarterly as needed at board meetings and updated at a retreat in 2023.

# **The Town of Boiling Springs Strategic Plan 2022-2023**

## **The Downtown Master Plan and Corridor Study**

The town council identified these two overall priorities to guide the implementation of The Downtown Master Plan and Corridor Study.

The priorities are not listed in order of importance.

### **Priority 1: Develop a comprehensive business recruitment package for the town.**

This comprehensive business recruitment package will include but is not limited to:

- Amenities.
- Workforce.
- Community atmosphere.
- Business advantages.
- Proximity.
- Educational opportunities, and educational environment.
- Collaboration with Cleveland County Economic Development Partnership.

### **Priority 2 Explore options for the use of the land and building(s) located at the Old Town Hall site and determine the best use.**

These options include but are not limited to:

- Identify new purposes for the land the town owns.
- Acquire land, the town does not own.
- Develop new approaches for the space and facilities.
- Partner with Gardner-Webb University on potential joint use of building(s).
- Integrate this area with trails and gathering places.

## Overall Priorities

### Priority 1 Business Recruitment

Objective 1A: Follow the legal process needed to put Liquor-by-the-Drink on the ballot. The manager will provide recommendations by the June 2022 council meeting.

Objective 1B: Create a list that identifies available land for small commercial use by the end of 2022.

### Priority 2 Staffing

Objective 2A: The manager and the council will discuss the feasibility of hiring a town planner during the budget process.

Objective 2B: The town manager and the council will discuss the feasibility of hiring a grant writer during the budget process.

### Priority 3 Infrastructure

Objective 3A: Identify potential ways to extend sewer to existing neighborhoods  
The manager will present recommendations by the end of 2022.

### Priority 4 Quality of Life and Place Making

Objective 4A: Initiate a Parks Master Plan process that will include community input.

Objective 4B: Explore options for traffic calming, to include the feasibility of hiring a consultant compared to the cost of implementing measures in-house. The manager will present to the council the cost of hiring a consultant for this purpose during the budget process.

Objective 4C: Advocate for Boiling Springs on topics that can be best served by North Carolina Department of Transportation.