



# WESTERN ROCKINGHAM COUNTY

## CREATING OUTDOOR RECREATION ECONOMIES

STRATEGIC PLAN

2024-2029





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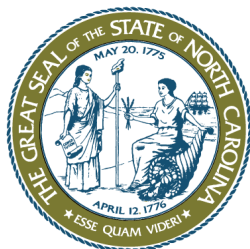
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## Acknowledgements

The Creating Outdoor Recreation Economies (CORE) program is made possible by a U.S. Economic Development Administration State Tourism Grant which awarded \$6 million to the State of North Carolina's Supporting and Strengthening Resiliency in North Carolina's Travel, Tourism, and Outdoor Recreation Sectors Initiative. As a component of this Initiative, the North Carolina Department of Commerce's Rural Economic Development Division (REDD) developed the CORE program. The CORE program offers strategic planning and technical assistance to help rural communities leverage North Carolina's abundant outdoor recreation assets to bolster local economic vitality.



**NC DEPARTMENT**  
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**RURAL ECONOMIC**  
**DEVELOPMENT**

The REDD announced the technical assistance program offering Outdoor Recreation Economy Strategic Planning and Asset Development services in late 2022. Communities from across the state applied to engage with strategic planning services and 34 local governments were accepted to participate. NC Main Street & Rural Planning Center's Rural Planning Program, which is responsible for facilitating strategic economic development planning and implementation services, worked with local government staff to communicate the goals of the program, identify local opportunities, and assemble a planning work group.

*This plan was prepared by the North Carolina Department of Commerce, Rural Planning Program, using Federal funds under award 04-79-07689 from the Economic Development Administration, U.S. Department of Commerce. The statements, findings, conclusions, and recommendations are those of the author(s) and do not necessarily reflect the views of the Economic Development Administration or the U.S. Department of Commerce.*



# Acknowledgements

## Rockingham County Board of Commissioners

Charlie G. Hall, III	<i>Chairman</i>
Don Powell	<i>Vice Chairman</i>
Houston Barrow	<i>Commissioner</i>
Kevin Berger	<i>Commissioner</i>
Mark Richardson	<i>Commissioner</i>



## Rockingham County Manager

Lance Metzler	<i>County Manager</i>
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## Western Rockingham County CORE Project Work Group

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Kathy Galvan	<i>Mayor, Stoneville</i>
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Lee Mitchell	<i>Director, Madison-Mayodan Recreation Department</i>
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Macy Hurd	<i>Crew Leader, Farris Memorial Park, Mayodan</i>
Cesar Chavez	<i>Park Superintendent, Farris Memorial Park, Mayodan</i>
Nick Soudas	<i>Owner, Dan River Campground</i>
Barbara Hollerand	<i>Town Administrator, Stoneville</i>

# Acknowledgements

## Madison Board of Aldermen

William Phillips	<i>Mayor</i>
Alan Hensley	<i>Alderman</i>
Virginia Hoover	<i>Alderman</i>
Michale Scales	<i>Alderman</i>
Mickey Silvers	<i>Alderman, Asst. Treasurer</i>
Tom Rogers	<i>Alderman, Treasurer</i>
Matt Bullins	<i>Mayor Pro Tem</i>



## Mayodan Town Council

Dwight Lake	<i>Mayor</i>
Buck Shelton	<i>Mayor Pro Tem</i>
Melanie Barnes	<i>Councilwoman</i>
Doug Cardwell	<i>Councilman</i>
Letitia Goard	<i>Councilwoman</i>
John Miller	<i>Councilman</i>



## Stoneville Town Council

Kathy Stanley-Galvan	<i>Mayor</i>
Henry (Camp) Thornton	<i>Councilman, Mayor Pro Tem</i>
Roger (Lee) Shelton	<i>Councilman</i>
Johnny Farmer	<i>Councilman</i>
Curtis (Curt) Bennett	<i>Councilman</i>
Daisy Smith	<i>Councilwoman</i>







**North Carolina Department of Commerce, Rural Economic Development Division, Staff**

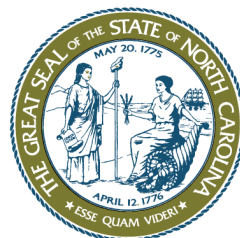
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**CORE Plan Adoption**

Rockingham County                        January 6, 2025

**Resolutions of Support**

- Town of Madison                              February 13, 2025
- Town of Mayodan                            January 13, 2025
- Town of Stoneville                          February 4, 2025



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## ***Economic Positioning Statement:***

***Western Rockingham County comes together at the confluence of the Mayo and the Dan rivers where outdoor adventure, hospitality, and small-town charm flow abundantly through the hearts of Madison, Mayodan, and Stoneville. “You’re in a good place” that offers opportunities to grow through accessible recreational living and authentic connections to community.***

## **Executive Summary**

Through CORE, Western Rockingham County collaborated with N.C. Department of Commerce, Rural Economic Development Division, staff members and local stakeholders in a strategic planning process to identify and develop outdoor recreation assets that present economic growth opportunities. Strategy development focused on leveraging outdoor recreation assets to increase tourism, encourage small business development, enhance quality of life for residents, plan for outdoor recreation asset and infrastructure development, and position Rockingham County to grow and attract outdoor gear manufacturing industries. The planning process was tailored to meet the specific needs of Rockingham County.

The Western Rockingham County Creating Outdoor Recreation Economies (CORE) Plan proposes strategies, goals, objectives, and actions that Rockingham County and its community partners can take to increase economic vitality by leveraging outdoor recreation. For the purposes of this strategic planning program, outdoor recreation is defined as all recreational activities undertaken for leisure that occur outdoors, with an emphasis on those activities that involve some level of intentional physical exertion and occur in nature-based environments. Furthermore, other community assets and economic institutions that benefit from or complement the outdoor recreation economy are addressed in the plan.



# Executive Summary

The CORE plan makes a total of 31 recommendations for objectives and actions under three priority strategies. These priority strategies and goals, identified by the local work group, include:

⇒ **Strategy 1: Western Rockingham County offers easy access to inclusive recreational living.**

**Goal 1:** Grow Western Rockingham County's access to outdoor recreational assets and promote healthy living for a higher quality of life.

⇒ **Strategy 2: Western Rockingham County offers authentic connections to community.**

**Goal 2:** Prioritize partnerships for the development of tangible and cooperative community connections in Western Rockingham County.

⇒ **Strategy 3: Western Rockingham County offers opportunities to grow.**

**Goal 3:** Grow and expand Western Rockingham County's outdoor recreation economy for the benefit of local businesses, residents, and visitors.

These recommendations should serve as guideposts for the western region of Rockingham County, including Madison, Mayodan, and Stoneville, as it considers future development efforts and should work in collaboration with other planning efforts undertaken by the county, municipalities, and related jurisdictions.



*The CORE plan  
makes a total of  
31  
recommendations  
for objectives and  
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three priority  
strategies.*

# Background

There is a long tradition of outdoor recreation in North Carolina. From the mountains to the coast and everywhere in between there are incredible landscapes and unique places to pursue a wide variety of outdoor recreation activities. Participation in these activities generates a large economic impact. In recent years statistics show that participation in outdoor recreation is increasing, particularly in the wake of COVID-19.

Continued growth in participation leads to the opportunity for the increased economic impact of outdoor recreation, particularly in rural locations where many of the state's outdoor recreation assets are located. Also, there is great potential to expose and engage people that have historically not participated in outdoor recreation activities at the same rate as others. It is important for all individuals to have the opportunity and access to enjoy recreational pursuits, and to have an opportunity to benefit economically from outdoor recreation. These factors, combined with other on-going outdoor recreation initiatives across the state, make it an ideal time to think critically about how this sector can continue to be leveraged to benefit local economies.

## Economic Impact

Outdoor recreation activity and associated expenditures generate a large economic impact. This is a broad economic sector that comprises a diverse range of industries including manufacturing, retail, arts, entertainment and recreation, as well as many supporting activities such as construction, travel and tourism, accommodation and food service, and many more.

According to the U.S. Department of Commerce Bureau of Economic Analysis' Outdoor Recreation Satellite Account, nationwide, in 2022, the outdoor recreation economy represented \$563.7 billion in current-dollar gross domestic product (GDP), or 2.2 percent of the United States' total GDP. The outdoor recreation sector of the economy is growing at a faster rate than the overall economy. "Inflation-adjusted ("real") GDP for the outdoor recreation economy increased 4.8 percent in 2022, compared with a 1.9 percent increase for the overall U.S. economy, reflecting a deceleration from the increase in outdoor recreation of 22.7 percent in 2021. Real gross output for the outdoor recreation economy increased 7.5 percent, while outdoor recreation compensation increased 9.1 percent, and employment increased 7.4 percent (national table 9)." Employment in the outdoor recreation industry increased in all 50 states during 2022.

At the state level, outdoor recreation contributed \$14.5 billion in total value-added economic impact to North Carolina's GDP. North Carolina ranked as the 11<sup>th</sup> highest state in "Value-Added Outdoor Recreation in Total outdoor recreation activities" in 2022. This included employment for over 146,000 individuals that resulted in over \$6.8 billion in total compensation. Employment in key industries within the outdoor recreation sector includes over 7,600 in manufacturing, 51,000 in retail, 27,000 in accommodation and food service, and over 29,000 in arts, entertainment, and recreation. <sup>1</sup>





*In 2022, outdoor recreation contributed \$14.5 billion in total value-added economic impact to North Carolina's GDP.*

### Outdoor Recreation Participation

According to the 2022 Outdoor Industry Association 'Outdoor Participation Trends Report', "outdoor participation continues to grow at record levels. More than half (54%) of Americans ages 6 and over participated in at least one outdoor activity in 2021, and the outdoor recreation participant base grew 2.2% in 2021 to 164.2 million participants. This growing number of outdoor participants, however, did not fundamentally alter long-term declines in high frequency or 'core' outdoor participation."<sup>2</sup>

Studies show that approximately 56% of North Carolinians participate in some form of outdoor recreation each year.<sup>3</sup> This includes more than 22.8 million visitors to North Carolina state parks in 2021 — three million more than any other year on record. Many parks, national forests, and other public recreation areas report increased visitation as well. These numbers represent a solid base of individuals participating in outdoor recreation and contributing to associated economic activity. But there is still room to engage more individuals and continue to increase participation in outdoor recreation, particularly among populations that have not historically participated in outdoor recreation at levels comparable to others. Also, people increasingly want outdoor recreation opportunities that are convenient to where they live so they can participate on a regular basis without the need to travel long distances.<sup>4,5</sup>

<sup>1</sup> U.S. Department of Commerce, Bureau of Economic Analysis. Outdoor Recreation Satellite Account, U.S. and States, 2021. <https://www.bea.gov/news/2022/outdoor-recreation-satellite-account-us-and-states-2021>

<sup>2</sup> Outdoor Industry Association. 2022 Outdoor Participation Trends Report. <https://outdoorindustry.org/resource/2022-outdoor-participation-trends-report/>

<sup>3</sup> The Citizen-Times. North Carolina outdoor recreation is a \$28 billion industry, poised for further growth. October 11th, 2019. <https://www.citizen-times.com/story/news/2019/10/11/outdoor-economy-conference-asheville-highlights-28-billion-industry/3923846002/>

<sup>4</sup> Headwaters Economics. Recreation Counties Attracting New Residents and Higher Incomes. <https://headwaterseconomics.org/economic-development/trends-performance/recreation-counties-attract/>

<sup>5</sup> Outdoor Foundation. 2022 Outdoor Participation Trends Report. <https://outdoorindustry.org/wp-content/uploads/2023/03/2022-Outdoor-Participation-Trends-Report.pdf>

# Existing Plans Review

## Rockingham County 2040 Vision Plan

This Comprehensive Land Use Master Plan was completed in May 2021 and was produced by Destination by Design. The plan acknowledges the value of quality of life within today's new economy and provides direction for leveraging the County's **rivers, state parks, and historic Main Street communities**. Recommendations include encouraging small business and investment, **such as campgrounds, camps, lodging facilities, adjacent to regional parks** to provide services to Rockingham visitors. Further recommendations include **development of greenway trails to provide connectivity throughout residential communities**; encourage investment in **new outdoor recreation amenities, visitor attractions, destinations, eco-tourism opportunities, and outdoor recreation infrastructure**. The Rockingham County 2040 Vision Plan is linked here: [2040VisionPlan1357022817051921PM.pdf \(rockinghamcountync.gov\)](https://www.rockinghamcountync.gov/2040VisionPlan1357022817051921PM.pdf)

## Mayo River State Park Master Plan

The Mayo River State Park Master Plan was completed in August of 2021 and was produced by The Timmons Group. The goal of the master plan is to define an appropriate balance between future development and conservation. The plan includes recommendations for improved parks facilities that address the park's operations. Priorities for park improvements have been divided into four phases: 1. Improving existing **access** at popular areas, Mayo Beach and Deshazo Mill. 2. Adding a new contact station at Mayo Mountain Access, additional staffing, and improved support facilities. **Trails and river access improvements** across the entire corridor. 3. **Creating a central camping hub with access to the river**. 4. **Additional camping and support facilities** at the northern section of the corridor. The Mayo River State Park Master Plan is linked here: [Mayo River State Park Master Plan by North Carolina Division of Parks and Recreation - Issuu](#)

## Rockingham County Outdoor Recreation Master Plan

The Rockingham County Outdoor Recreation Master Plan was completed in 2023 and was produced by the Dan River Basin Association. This Master Plan is described as a "green road map" of proposed trails and river access points connecting the natural, cultural, historical and heritage amenities of the area. The plan is organized into four sustainable goals including **economic sustainability, environmental sustainability, physical sustainability, and social sustainability**. Economic, health, and environmental goals are included in the plan. Proposed projects include **new connector trails, new parks, new pocket parks, and new boating accesses**. The Rockingham County Outdoor Recreation Master Plan is linked here: [FINAL Outdoor Rec Master Plan \(danriver.org\)](https://www.danriver.org/FINAL-Outdoor-Rec-Master-Plan)

## Washington Mills Park Plan

The Washington Mills Park Plan was completed for the Town of Mayodan in 2018 and proposes an open and green space/park, with a crushed stone trail, a paved greenway trail connecting the Madison-Mayodan Recreation Department to Washington Mills Park and Downtown Mayodan, and river access along with the redevelopment of one remaining structure at the Washington Mills site.



*“As a rural county striving to attract investment, tourism, young families, and retirees, Rockingham County should continue creating safe and accessible trails and greenways, inviting parks and open spaces, and connectivity to its public lands and rivers.” - ROCO 2040 Vision Plan*

### Greenway Connection Study: Madison & Mayodan to Mayo River State Park

The Greenway Connection Study has been drafted (May 2024) by the Piedmont Triad Regional Council and is currently in the final study development and presentation phase. The goals of this study are to **enhance connectivity, generate a positive economic impact, improve safety, provide access to natural areas, improve health, and increase livability through active transportation**. The study recommends a greenway trail that would link the Mayo River Bridge Kayak Launch, Mayo River State Park, downtown Mayodan, the Madison-Mayodan Recreation Center, and the planned park near the NC 704 bridge in southern Madison.

### Piedmont Triad Regional Council Comprehensive Economic Development Strategy (CEDS) Plan

The Piedmont Triad Regional Council is a designated Economic Development District (EDD) through the US Economic Development Administration (EDA) to identify regional priorities for impactful economic development and developing CEDS that supports the region’s stakeholders. The goals of the 2023-2028 CEDS Plan include: 1. Boost the Region’s Competitive Advantages and Leverage the Marketplace. 2. Establish and Modernize a Robust Regional Infrastructure. 3. **Create and Connect Vibrant, Healthy, and Resilient Communities**. 4. Develop and Retain Talented and Innovative Human Capital.

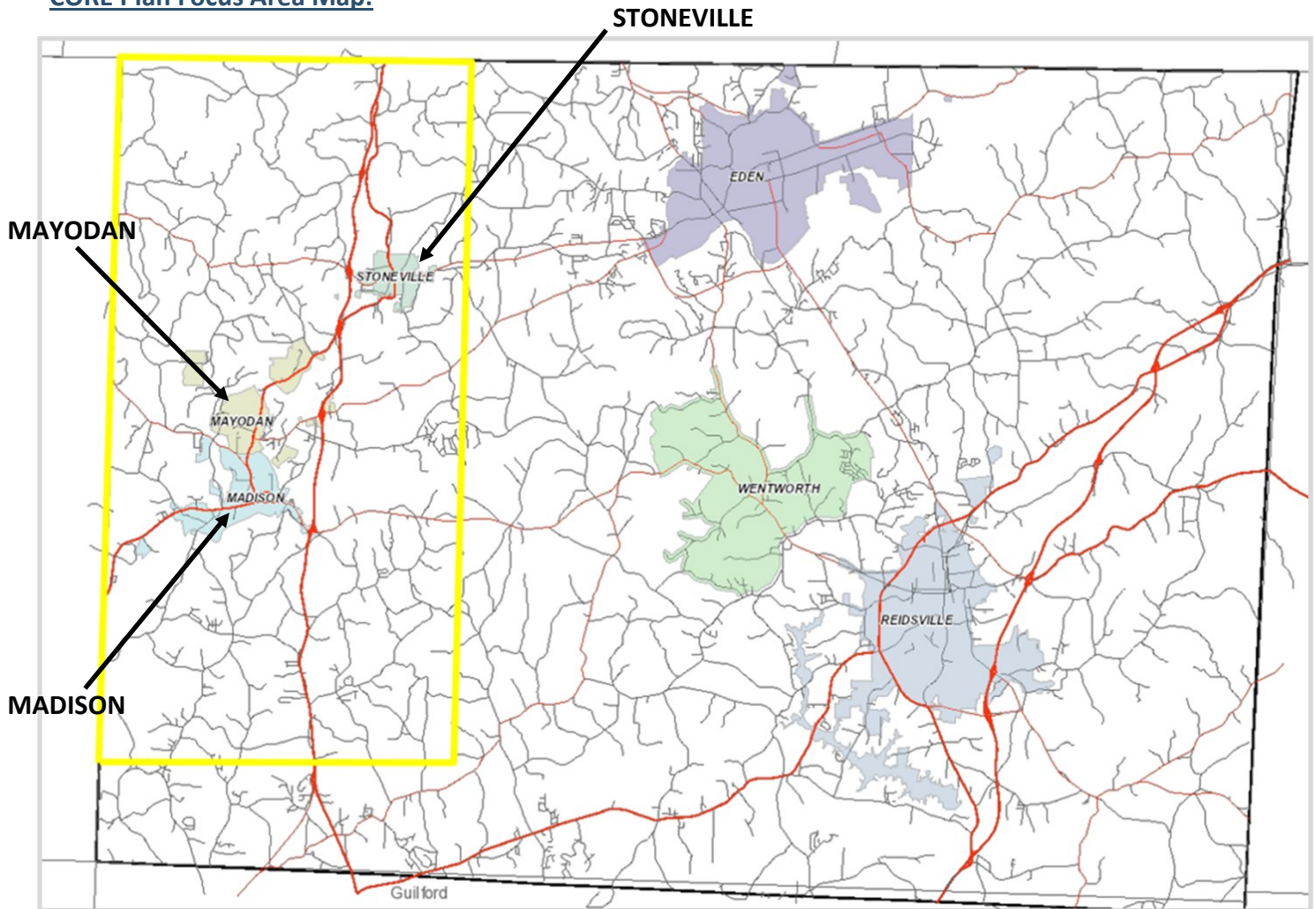
### Piedmont Triad Outdoor Recreation Plan

The Piedmont Triad Outdoor Recreation Plan was produced by the Piedmont Triad Regional Council and completed in April of 2022. The plan identifies pressing needs for state parks and regional assets within the Piedmont Triad including the Mayo River State Park and the Dan River State Trail. Pressing needs for the Mayo River State Trail include: **more public access points, camping facilities, connection to the Town of Mayodan, the Park needs better connections/access to the river**, formal collaboration with the State of Virginia, and Need to collect examples/benchmarks from other state parks in the Southeast. Pressing needs for the Dan River State Trail include: **more development of the trail**, funding to purchase 3 more miles of land, a bridge needs to be built over Sandy Creek, study trail feasibility around Randleman Lake, and **build more river access locations**. The Piedmont Triad Outdoor Recreation Plan is linked here: [NC Triad Outdoors | Piedmont Triad Regional Council, NC \(ptrc.org\)](https://www.ptrc.org/nc-triad-outdoors)



# Setting

## CORE Plan Focus Area Map:



*CORE Plan Focus Area Map provided by Rockingham County Center for Economic Development, Small Business & Tourism*

## Rockingham County

When you're in Rockingham County, "You're in a good place." Rockingham County (population 90,903) is located in the Piedmont Triad Region of North Carolina among the foothills of the Blue Ridge Mountains. Positioned adjacent to two interstates, I-73 on the west and I-785 on the east, the county is just a short drive to the metropolitan centers of Greensboro, Winston-Salem, Raleigh, Durham, and Charlotte. The western region of the county, and the focus of this plan, rests at the confluence of Mayo, Dan, and Smith Rivers. Rockingham County is anchored by six municipalities, Eden, Reidsville, Madison, Mayodan, Stoneville, and Wentworth. The county boasts a small-town quality of life enhanced with an abundance of natural and cultural resources.

## Madison

The Town of Madison (population 2,146) retains a unique historic charm and hosts two historic districts that are included on the National Register of Historic Places. The Historic Downtown Shopping District boasts several food and beverage establishments, specialty retail shops, and service businesses. Just a short distance from downtown, the Madison River Park provides an idyllic access to the Dan River, a great spot for swimming, kayaking, canoeing, fishing, and enjoying the outdoors.

## Mayodan

The Town of Mayodan (population 2,437) was historically a thriving mill town, which can still be seen in the architecture and design of the community. The historic downtown district is a focal point in the community, hosting several food and beverage establishments, specialty retail shops, and service businesses. Mayodan's unique name comes from the location of the town, which is just north of the confluence of the Mayo and Dan rivers. Mayodan features Farris Memorial Park, Elliott Duncan Park, and the Mayo River State Park. With a variety of outdoor recreational activities each park offers a unique experience for visitors and residents alike.

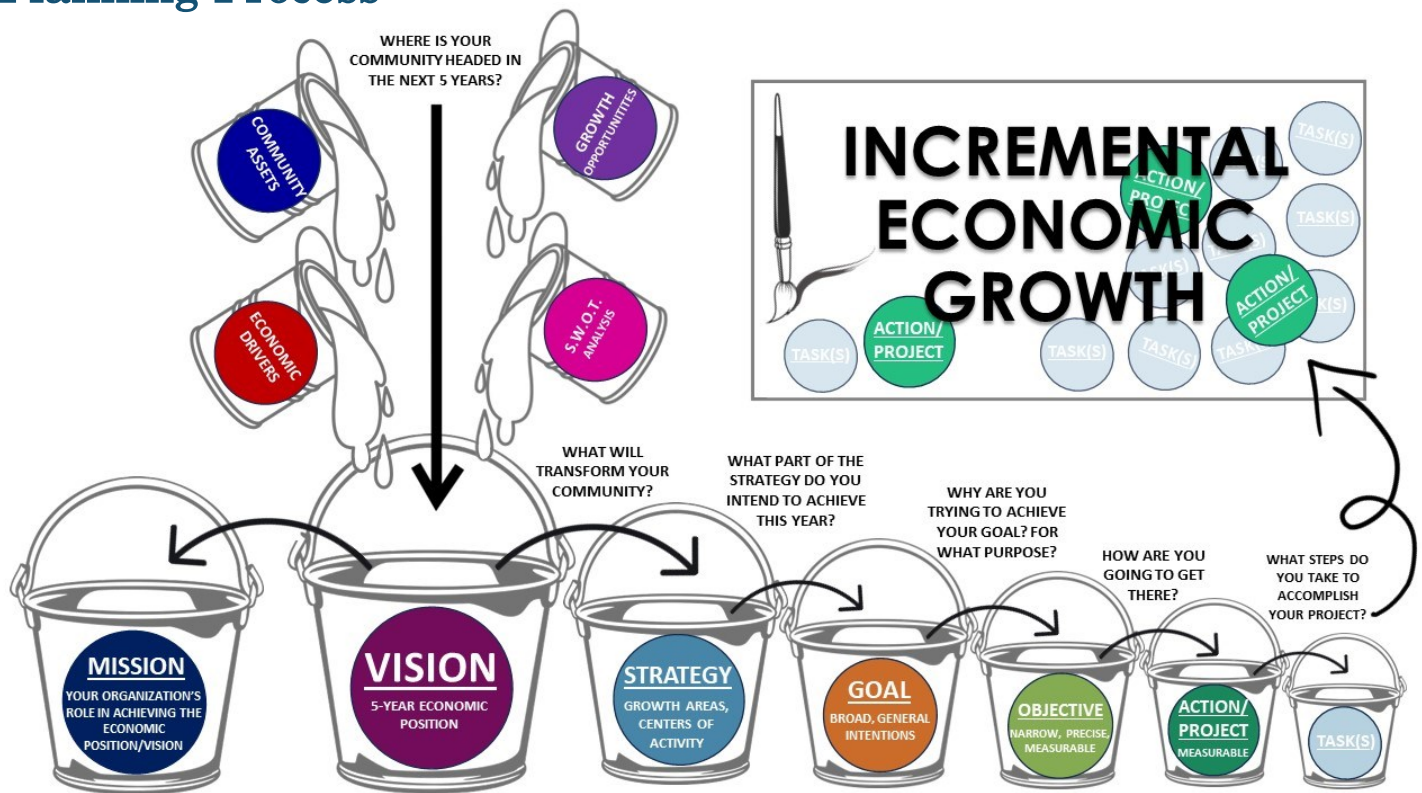
## Stoneville

The Town of Stoneville (population 1,326) is Rockingham County's smallest town, but maintains a rich history of civic pride. Stretching along the US Highway 220 corridor, just below the Virginia state line, the town keeps much of its unique historic architecture in the downtown district. Hosting Stoneville Memorial Park and the Mayo River State Park, Stoneville offers access to outdoor adventures and small town charm.





# Planning Process



*NC Main Street & Rural Planning Center Strategic Plan Development Process*

Under the Rural Economic Development Division (REDD), MS&RP Center staff facilitates the CORE strategic planning process with participation from the local government and an established local work group. This work group is comprised of individuals who have a vested interest in leveraging outdoor recreation to enhance economic development. The planning process employs established planning methods including presenting economic and associated data, asset mapping, economic driver identification, SWOT analysis, stakeholder interviews, business questionnaires, local work group discussions, and more. The planning process was tailored to meet the specific needs, goals, and opportunities that local stakeholders identified.

## Situational Analysis

Rockingham County has been proactive in pursuit of growing their outdoor recreation economy, investing in multiple planning efforts, marketing materials, and participating in outdoor recreation programs such as the Outdoor NC partnership and the North Carolina Outdoor Economy Conference. Rockingham County has already begun to invest in outdoor recreational assets and understands the importance of growing the outdoor economy to leverage investments, create jobs, and improve quality of life for its citizens. Upon completion of review of prior planning documents, MS&RP Center staff joined Rockingham County staff for a round table discussion and a site tour of outdoor recreation and cultural assets in the western region of Rockingham County. Staff visited the downtown districts of Madison, Mayodan, and Stoneville along with several parks including the Mayo River State Park, Madison River Park, Farris Memorial Park, the site of the planned Washington Mills Park, as well as other commercial centers throughout each municipality.



## Local Work Group Establishment and Involvement

Prior to Meeting #1 (referenced below), the Rockingham County CORE local work group was asked to complete the Primary Planning Group Initial Questionnaire. This survey was designed by the MS&RP Center team to identify the priorities and opinions to guide the Western Rockingham County CORE Plan. The CORE planning process involved a series of discussion sessions which included topics on local outdoor recreation assets and experiences, small business and entrepreneurship, and the outdoor economy industry. The local work group was made up of individuals representing Rockingham County Economic Development, Small Business and Tourism, officials from each municipality including Madison, Mayodan, and Stoneville, outdoor enthusiasts, outdoor recreation business entrepreneurs, and local non-profit partners.

A full outline of the work group meetings can be seen in the table below.

Meeting Date	Topics
September 27, 2023	Rockingham County Site Tour ⇒ Round Table Discussion ⇒ Review of Current Outdoor Recreation Plans ⇒ Tour of Outdoor and Cultural Assets
November 17, 2023	Meeting #1 ⇒ Overview of the CORE process ⇒ Defining Outdoor Recreation and the Outdoor Recreation Economy ⇒ Review of Work Group Survey ⇒ SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats)
December 15, 2023	Meeting #2 ⇒ Asset Mapping Exercise ⇒ Opportunity Site Mapping Exercise ⇒ Preliminary Project Development Discussion
January 19, 2024	Meeting #3 ⇒ Economic Positioning Exercise ⇒ Project Development/Action Discussion
February 16, 2024	Meeting #4 ⇒ Refining Economic Position/Vision ⇒ Drafting Economic Development Strategies, Goals, and Objectives
March 15, 2024	Meeting #5 ⇒ Priority Project Development Discussion
April 12, 2024	Meeting #6 ⇒ Project/Action Development Discussion
May 31, 2024	Meeting #7 ⇒ CORE Plan Review ⇒ Implementation Discussion

## **Asset Mapping**

During the December 2023 work group meeting, staff facilitated an asset mapping exercise to identify key outdoor recreation and related business assets in the community. Asset mapping is a process that identifies the strengths of a community, highlights areas for growth opportunities, and brings together key stakeholders. Identifying Western Rockingham County's unique assets helped to establish clear economic development strategies to achieve measurable growth. As a result of the asset mapping exercise, the work group focused on:

- ⇒ The most valued aspects of Western Rockingham County
- ⇒ The reasons why people place high value on assets in Western Rockingham County
- ⇒ Opportunities to leverage Western Rockingham County's assets for economic growth

Western Rockingham County outdoor recreation asset maps can be found in the Rockingham County 2040 Vision Plan (adopted 2021) and the Rockingham County Outdoor Recreation Master Plan (adopted 2023) and are attached in the appendices of this document.

## **Public Engagement**

A local work group survey was conducted as a part of the planning process to gauge community interest in outdoor recreation, opinions of existing and potential outdoor and business assets, economic impacts of outdoor recreation, and local opinions of tourism and community development. The results of this survey were summarized and shared with the local work group at their first meeting and influenced the recommendations in this plan. Those results can be found in the appendices of this plan.

## **Additional Research**

MS&RP staff reviewed a variety of demographic and market data sources that were used to influence the final recommendations of this report. A Retail Marketplace Snapshot is attached as an appendix to this document.

## **Plan Review & Adoption**

A draft of this document was produced in July 2024 and shared with the Western Rockingham County CORE project local leads for review and comment. Following review, The Rockingham County Board of Commissioners adopted the plan on January 6, 2025. The CORE plan was presented to the Town of Madison Board of Aldermen on February 13, 2025. The Town of Madison passed a resolution of support for the plan on February 13, 2025. The CORE plan was presented to the Town of Mayodan Town Council on January 13, 2025. The Town of Mayodan passed a resolution of support for the plan on January 13, 2025. The CORE plan was presented to the Town of Stoneville Town Council on February 4, 2025. The Town of Stoneville passed a resolution of support for the plan on February 4, 2025.

# Plan Implementation Monitoring & Evaluation

Rockingham County will be responsible for monitoring, evaluation, and reporting accomplishments on the objectives of this plan to the Rural Economic Development Division.

## Plan Implementation

Maintaining a dedicated group to follow through after the planning process to begin addressing goals and objectives outlined in this plan is critical to attaining the potential economic impact of these strategies. These efforts could be led by the same local work group that helped develop this plan, or another similar group that is representative of the western region of Rockingham County and can advance the goals of this plan. The sustained presence of such a group builds social capital within the group that improves their ability to work together and effectively address common goals. Furthermore, a dedicated group ensures continuity from planning stage through implementation, provides accountability to ensure that objectives are being met, and allows the community to react and respond quickly when an opportunity is presented. To clarify, this group should not be the sole entity responsible for implementing all the goals of the plan. Instead, the group should function as a convener and point of contact to connect to other individuals, organizations, and resources to help the broader community achieve these goals. Maintaining a regular meeting schedule will also help increase the effectiveness of the group, and the plan.

## Monitoring & Evaluation

Constant evaluation of the goals, objectives, and actions in this plan, via regular review sessions with the Strategic Planning team and other community leadership, is critical to ensuring it remains a viable document. Rockingham County will continually monitor progress on how well and successful the region is at managing projects, meeting deadlines, communicating internally and to multiple external audiences, and utilizing the resources available. The Western Rockingham County Creating Outdoor Recreation Economies Plan is a living document used to prioritize the needs of the community and outline the region's objectives. The value of this plan lies with the ability of Rockingham County to set realistic goals—and implement innovative strategies—against which progress can be measured. It also allows the community to gauge the ongoing product of its local government.

Implementation, evaluation, and modification will be continuous for the plan and the western region of Rockingham County to remain relevant, responsive, and proactive. This strategic effort will provide greater accountability and represents an organization-wide approach to the preservation and enhancement of the quality of life that Rockingham County enjoys, and to improve upon it. The most successful strategic planning efforts approach implementation from a network-based model, versus a more traditional hierarchical model (top-down approach). By working with economic partners such as NC Department of Commerce, the Piedmont Triad Regional Council, and other regional partners, Western Rockingham County's Creating Outdoor Recreation Economies Plan can leverage resources and capacity. The NC Main Street & Rural Planning Center (MS&RP) of NC Commerce has yearly implementation plan templates to assist the area in measuring progress, and the local implementation committee should reach out to the Piedmont Triad Community Economic Development Planner (NC Commerce) at least once a year to help evaluate success.



## Economic Positioning/Visioning Statement



***Western Rockingham County comes together at the confluence of the Mayo and the Dan rivers where outdoor adventure, hospitality, and small-town charm flow abundantly through the hearts of Madison, Mayodan, and Stoneville. “You’re in a good place” that offers opportunities to grow through accessible recreational living and authentic connections to community.***

### Economic Positioning/Visioning Statement

An economic positioning/vision statement is the vision for the economic role that western Rockingham County will play in the greater economy (local, county, regional) over the next five years. An economic positioning statement should demonstrate what the community can achieve and how the community will be different from other areas in the county/region. Economic positioning statements are grounded in growth opportunities and the economic development strategies are derived directly from the community’s vision. The statement should be built on consensus and based in reality.

# Analysis & Recommendations: Inclusive Recreational Living

**Economic Position/Vision:** *Western Rockingham County comes together at the confluence of the Mayo and the Dan rivers where outdoor adventure, hospitality, and small-town charm flow abundantly through the hearts of Madison, Mayodan, and Stoneville. “You’re in a good place” that offers opportunities to grow through accessible recreational living and authentic connections to community.*

**Strategy 1:** Western Rockingham County offers easy access to inclusive recreational living.

**Goal 1:** Grow Western Rockingham County’s access to outdoor recreational assets and promote healthy living for a higher quality of life.

**Objective 1.1:** Create two access points (river and trail) to new and existing outdoor recreational assets by 2029.

**Action 1.1.1:** Create a new river access at the Mayo River State Park. Currently, there are gravel roads, “mudslides” down to the river, minimal parking near the river, and minimal signage/on-site visitor information. Access at NC 770 has been deemed a top priority.

**Action 1.1.2:** Create a connector trail connecting the Mayo River State Park to downtown districts, starting with Mayodan. (See 2024 Greenway Connection Study: Madison & Mayodan to Mayo River State Park).

**Action 1.1.3:** Prioritize connecting Stoneville’s residential developments/neighborhoods to greenway trail.

**Action 1.1.4:** Advocate for public transit system/program to drop off at trailheads and historic downtown districts. Assess transit system with a temporary transit/trial run coinciding with the busy river season.

**Action 1.1.5:** Create connection/trail from NC 704 River Access to downtown Madison.

**Objective 1.2:** Prioritize enhancements and reactivation of existing park facilities and assets.

**Action 1.2.1:** Assess the feasibility of a pump track at Farris Park.

**Action 1.2.2:** Prioritize design improvements to NC 704 River Access, including the parking lot and surrounding spaces. This includes better wayfinding, information kiosks, parking lot design including landscaping, public art, a possible food truck location, and other complementary enhancements.

**Action 1.2.3:** Assess the feasibility of creating a pedestrian-only Madison Fishing Bridge at the bridge that is planned to be torn down adjacent to downtown Madison on N. Water Street.

**Action 1.2.4:** Create a river access as part of the phase 1 development of Washington Mills Park.

# Analysis & Recommendations: Authentic Community Connections

**Economic Position/Vision:** *Western Rockingham County comes together at the confluence of the Mayo and the Dan rivers where outdoor adventure, hospitality, and small-town charm flows abundantly through the hearts of Madison, Mayodan, and Stoneville. “You’re in a good place” that offers opportunities to grow through accessible recreational living and authentic connections to community.*

**Strategy 2:** Western Rockingham County offers authentic connections to community.

**Goal 2:** Prioritize partnerships for the development of tangible and cooperative community connections in Western Rockingham County.

**Objective 2.1:** Create a formal regional organization to grow strategic outdoor economy relationships in Western Rockingham County by 2025.

**Action 2.1.1:** Create an expanded list of outdoor recreation economy stakeholders and schedule a meeting to discuss formalizing a Western Rockingham County (ROCO) Outdoor Economy Organization. Reactivation of the Mayo River State Park Friends Group could potentially be the avenue for creating a formal organization.

**Action 2.1.2:** Create a short one-page report on the economic impact of the outdoor recreation economy. Use this document as a communication and educational tool in support of outdoor recreation projects.

**Action 2.1.3:** Assess the feasibility of building a new visitor/welcome center and gift shop at the Mayo River State Park on vacant land located off of 220. See Appendix 7 for map of possible locations.

**Action 2.1.4:** Evaluate current events/festivals in each municipality to identify expansion opportunities to add outdoor economy components. One might add an “urban camping” event in conjunction with a concert event at a park and allow one night of primitive camping with outdoor recreation vendors.

**Action 2.1.5:** Prioritize expanding engagement with the National Interscholastic Cycling Association (NICA) Mountain Biking Event (2,000 attendees). This may look like planning a tier drop camper “look, see, show off” event with live music in the downtown districts.

**Action 2.1.6:** Create a Western ROCO Bike Club based out of Farris Park/Mayodan.

**Action 2.1.7:** Develop partnership with Charles Drew Alumni Association to discuss the 1924 Madison Colored School (Rosenwald) and connect the property to the expanded greenway trail.

**Objective 2.2:** Promote Western ROCO’s unified vision for growing the outdoor recreation economy for the benefit of locals and visitors alike.

**Action 2.2.1:** Create a cohesive marketing campaign featuring Stoneville as the Center for Art & Trails, Mayodan as the Center for Biking & Trails, & Madison as the Center for River Adventures & Trails.



**Action 2.2.2: Create a “small events” series in proposed downtown pocket parks with outdoor recreation themed activities, music, food, art, vendors, etc. Promote as a series hosted in Western Rockingham County.**

**Action 2.2.3: Identify opportunities for residential development adjacent to outdoor recreational and cultural assets (such as historic sites, downtown districts) to grow population density in support of the outdoor recreation economy.**

# Analysis & Recommendations: Opportunities to Grow

**Economic Position/Vision:** *Western Rockingham County comes together at the confluence of the Mayo and the Dan rivers where outdoor adventure, hospitality, and small-town charm flows abundantly through the hearts of Madison, Mayodan, and Stoneville. “You’re in a good place” that offers opportunities to grow through accessible recreational living and authentic connections to community.*

**Strategy 3:** Western Rockingham County offers an abundance of opportunities to grow.

**Goal 3:** Build Western Rockingham County’s outdoor recreation economy.

**Objective 3.1:** Create one new outdoor public space improvement project in each downtown district in connection to Rockingham County’s outdoor resources/assets by 2029.

**Action 3.1.1:** Identify and secure locations for pocket parks in each of the downtown districts (Madison, Mayodan, Stoneville).

**Action 3.1.2:** Create plans for Roanoke Logperch public art motifs in each downtown district with focal points being in planned pocket park locations.

**Action 3.1.3:** Add outdoor-centered amenities to the downtown districts including bike lanes, bike racks, wayfinding identifying direction of outdoor assets, public art, shade trees, and landscaping.

**Objective 3.2:** Facilitate recruitment and development of one new outdoor economy-based business and/or complementary/supportive use business in each of the downtown districts by 2029.

**Action 3.2.1:** Identify opportunities to diversify lodging options including but not limited to boutique hotels, short-term rentals, cabin rentals, glamping sites, and/or more RV parks in close proximity to outdoor recreation assets. Consider upper floor redevelopment of historic buildings in downtown districts.

**Action 3.2.2:** Identify vacant commercial properties and stagnant vacant land, particularly in the downtown districts and adjacent to outdoor assets, and reach out to the property owners to understand their goals for the future of the property. Connect the property owners with resources to recruit an outdoor economy-based business or a complementary/supportive use.

**Action 3.2.3:** Review local ordinances and incentives to prioritize reactivation of vacant properties. Facilitating redevelopment of stagnant properties may involve adopting vacancy ordinances, façade grant programs, or creating other local reinvestment incentives.

**Action 3.2.4:** Create a new event or expand an existing event to include a Western Rockingham County Outdoor Expo to be held at the Madison River Park or the Mayo River State Park directly adjacent to/ accessible to the River. The event would feature vendor opportunities for outdoor gear manufacturers, outdoor retailers, guide services, food trucks, music, art, etc. and opportunities to recreate on the river and on nearby trails (floating, paddling, hiking, etc.). Hosting this event to create awareness of outdoor recreation-based economic development opportunities in Western ROCO would be the primary goal.

**Action 3.2.5:** Create an available properties/opportunity site inventory for the downtown districts in Madison, Mayodan, and Stoneville. Update and circulate the inventory regularly with strategic partners to highlight opportunities for new outdoor economy businesses.



# Appendix 1: Asset Mapping

**Rockingham County Outdoor Recreation Inventory, Excerpts from Rockingham County Outdoor Recreation Master Plan (2023), pages 23–26, Western ROCO Indicated with Purple Dots**

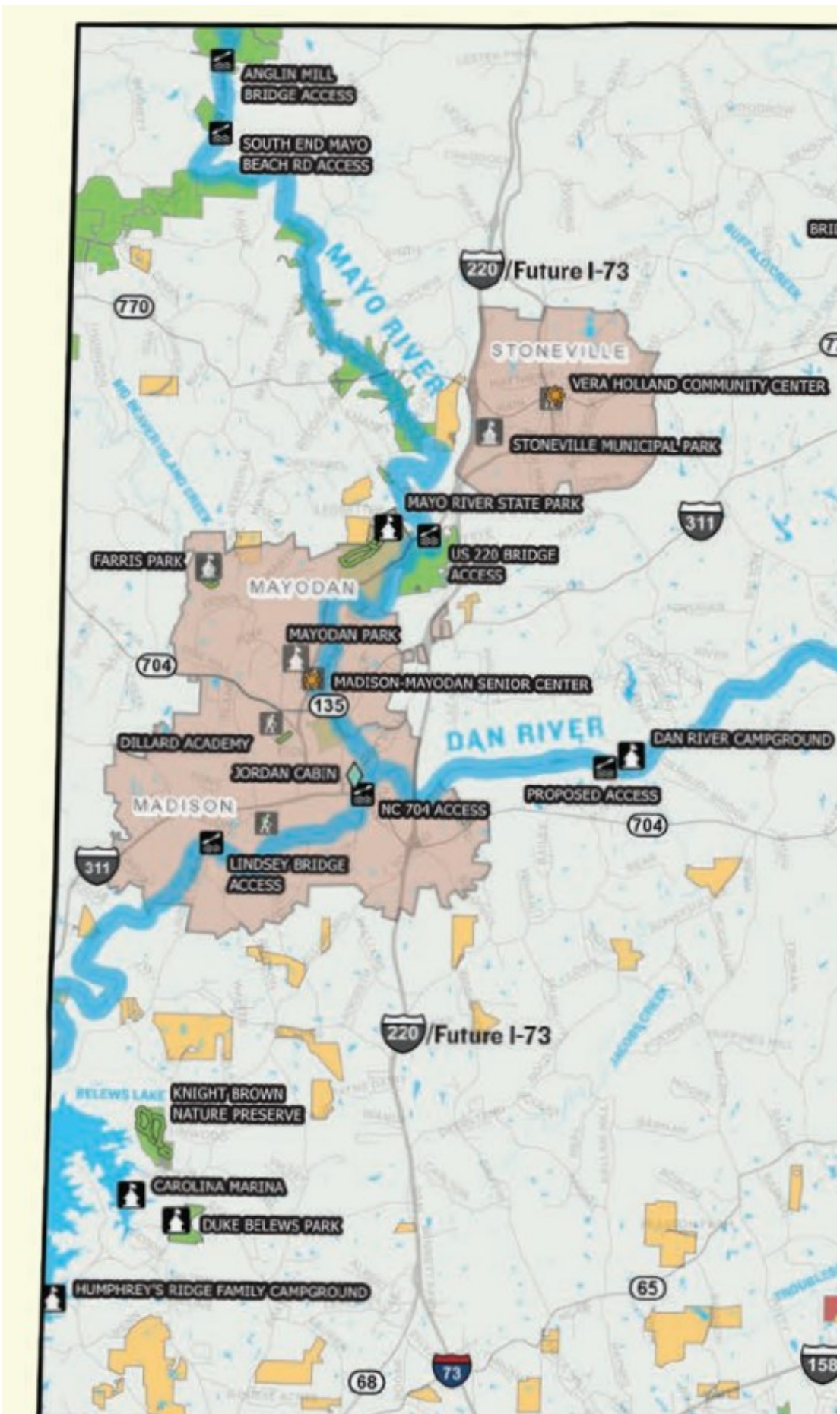
Current Trails	Type	Length (miles)	Walking Track	Basket ball	Ball field	Play ground	Shelter	Restroom	Parking	ADA	Trailhead sign	Address	Town/City
Freedom Park	natural	1	X	X	X	X	X	X	X		X	121 N Edgewood Rd	Eden
Smith River Greenway	gravel	1.7					X	X	X	X	X	368 W Stadium Dr	Eden
Matrimony Creek Greenway	gravel	1.56					X	X	X	X	X	1335 Washington St	Eden
Haw River State Park	natural	6.14					X	X	X	X	X	339 Conference Center Dr	Haw River State Park
Idol Park	natural	0.5	X	X	X	X	X					500 Westview Dr	Madison
Madison River Park Trail	paved	0.5	X					X	X	X		642 Lindsey Bridge Rd	Madison
Mayo River State Park-Deshazo Mill	natural	2.3							X			500 Old Mayo Park Rd	Mayo River State Park
Mayo River State Park-Anglin Mill Trail	natural	2					X	X	X		X	Anglin Mill Rd	Mayo River State Park
Farris Memorial Park	natural	1.1			X	X	X	X	X	X	X	2919 Park Rd	Mayodan
Farris Park Mountain Bike Trail	natural	4		X	X	X	X	X	X		X	2878 Park Rd	Mayodan
Chinqua-Penn Walking Trail	natural	1.6						X	X		X	2138 Wentworth St.	Reidsville
Jaycee Trail (Reidsville Greenway)	Paved	1.44								X	X	125 JayCee Dr	Reidsville
Rockingham County, Wentworth NC Animal Shelter	natural	0.33							X		X	250 Cherokee Camp Rd	Reidsville
Lake Reidsville Trail	natural	4							X			630 Waterworks Rd	Reidsville
Moss Street	natural	0.5	X	X	X	X			X		X	419 Moss Street	Reidsville
Annie Penn Walking Trail	paved	0.25	X									618 S Main St	Reidsville
Sherwood Trail	Paved	0.78							X	X	X	Sherwood Dr	Reidsville
Lake Reidsville Bike Trail	natural	4					X	X	X		X	630 Waterworks Rd	Reidsville
Rockingham County Veterans Park	paved	1							X	X	X	425-433 NC-65	Reidsville
Hogans Creek Park	natural	0.5						X		X		128 Stanley Road	Rockingham County
Knight Brown Nature Preserve	natural	2.9							X	X		221 Waterfield Ln	Rockingham County
High Rock Ford Historic Trail	natural	1							X		X	Near 1319 High Rock Rd	Rockingham County
Stoneville Downtown Connector Trail	natural	1.3							X	X		Main Street Stoneville	Stoneville
Rockingham Community College	natural	5	X		X	X		X	X			568 County Home Rd	Wentworth
Wentworth Post Office Trail	gravel	0.2							X		X	200 County Home Rd	Wentworth
Wentworth Town Park	gravel	0.2			X	X			X		X	126 Peach Tree Road	Wentworth

Current River Access	Type	River	Parking	Picnicing	Fishing	Trail	Shelter	Address	Town
Draper Landing	Hand Carry, Metal Steps	Dan	X		X			700 NC-700	Eden
Klyce St	Hand Carry, Metal Steps	Dan	X	X	X			1098 Klyce St	Eden
Leaksville	Hand Carry, Metal Steps	Dan	X	X	X			S. Hamilton St	Eden
Madison River Park	Hand Carry, ramp	Dan	X	X	X	X		642 Lindsey Bridge Rd	Madison
NC 704	Hand Carry, Metal Steps	Dan	X		X			100 Water St	Madison
Settle Bridge	Hand Carry, Steps	Dan	X		X			Settles Bridge Rd	Rockingham County
Boat Landing (Wildlife Access)	Paved Trailer Ramp	Dan	X		X			587 Bethlehem Church Rd	Eden
Eden Game Lands Access	Hand Carry, Concrete steps	Dan	X		X			498 Woodpecker Road	Eden
High Rock	Hand Carry, Metal Steps	Haw	X		X	X		Near 1319 High Rock Rd	Rockingham County
US 220 Business Access	Hand Carry, Steps	Mayo	X		X			3100-3110 US-220 BUS	Mayodan
NC Hwy 135	Hand Carry, Bank	Mayo	X		X			NC 135	Mayodan
Mayo River State Park-Anglin Mill	Hand Carry, Steps	Mayo	X		X	X		Old Anglin Road/Mayo Beach Rd	Stoneville
Mayo River State Park-Deshazo Mill	Handy Carry	Mayo	X		X	X		113 Deshazo	Stoneville
Island Ford	Hand Carry, MetalSteps	Smith	X	X	X	X	X	368 W Stadium Dr	Eden

Current Lake Access	Type	Restroom	Parking	Picnicing	Fishing	Trail	Shelter	Address	Town/City
Lake Reidsville Park	Marina	X	X	X	X	X	X	620 Water Works Rd	Reidsville
Lake Hunt Park	Marina		X	X	X	X	X	551 Iron Works Rd	Reidsville
Belews Lake	Marina	X	X	X	X		X	548 Shelton Rd	Stokesdale
McCoy Rd Lake Reidsville Blueway Access	Kayak Access		X					1266 McCoy Rd	Reidsville

Current Parks	Acres	Walking Track	Basketball	Ballfield	Trail(s)	Playground	Shelter	Restroom	Parking	ADA	Wifi	Address	Town/City
Freedom Park	60.93		X	X	X	X	X	X	X	X		121 N Edgewood Rd	Eden
John E Grogan Park	11.81	X					X		X	X		308 E Stadium Dr	Eden
Matrimony Creek Greenway	1.56				X		X	X	X	X		1335 Washington St	Eden
Blue Creek Park/Peter Hill Park	5.95	X	X	X		X	X		X	X		201 Peter Hill Rd	Eden
Smith River Greenway	25.17				X		X	X	X	X		901 River Dr	Eden
Washington St Park		X								X		Washington St	Eden
Dehart Park/Spray Park	6.7			X		X			X			516 Gresham St	Eden
Stoneville Memorial Park	14.48	X	X	X		X	X	X	X		X	Intersection of Price St and Priddy Rd	Stoneville
Farris Memorial Park	270			X	X	X	X	X	X	X	X	2878 Park Rd	Mayodan
Elliott Duncan Memorial Park	2.65	X				X				X		500 West Main Street	Mayodan
Mayo River State Park	2778				X		X	X	X	X	X	500 Old Mayo River Rd	Mayodan
Idol Park	16.65	X	X	X		X	X					Westview Dr	Madison
Wentworth Town Park	7.4				X	X	X	X	X	X	X	126 Peach Tree Road	Wentworth
Lake Reidsville	85.22		X		X	X	X	X	X	X	X	630 Water Works Rd	Reidsville
Lake Hunt	5.97				X		X	X	X	X		551 Ironworks Rd	Reidsville
Courtland Park	8.91					X	X		X	X		1200 Courtland Ave	Reidsville
Cambridge Park	2.52		X			X	X		X	X		1401 Windsor Court	Reidsville
Jaycee Park	46.34		X		X	X	X	X	X	X		2010 South Scales St	Reidsville
H.K. Griggs Park	-14 & 11		X			X	X		X	X		400 Marcellus Place	Reidsville
Barnes St Park	-8					X	X		X	X		1102 Barnes St	Reidsville
Glendale Park	-3		X			X	X		X	X		328 Roanoke St	Reidsville
Jaycee Ball Park	40.3			X	X			X	X	X		125 Jaycee Park Rd	Reidsville

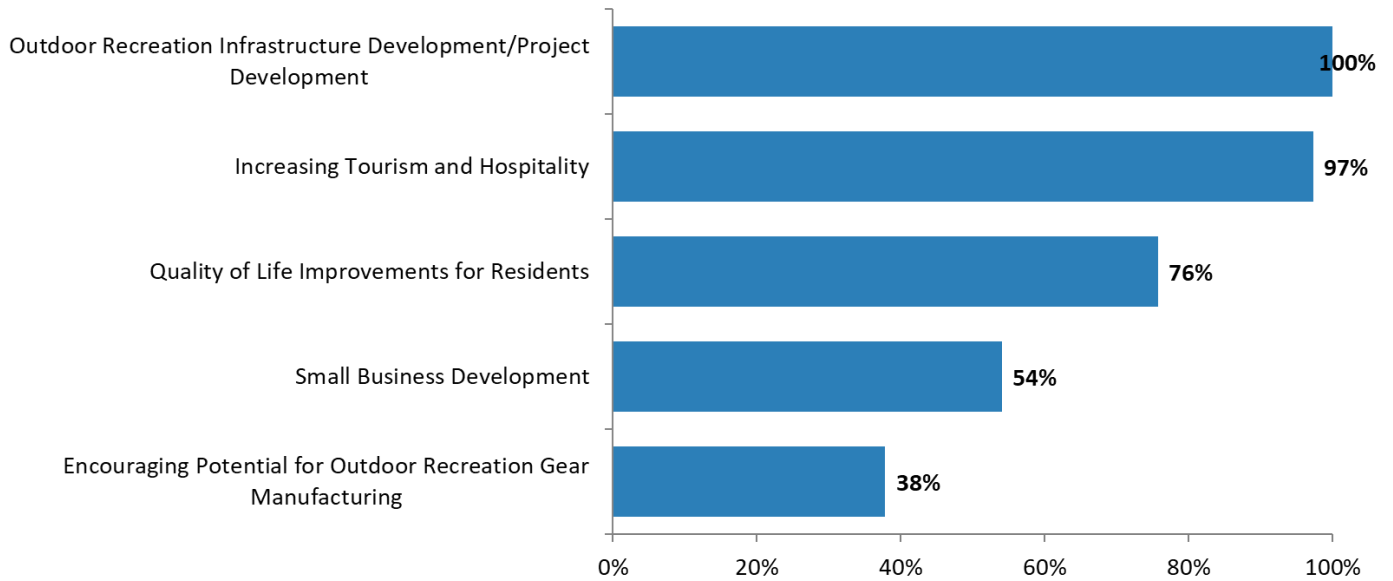
Current Parks	Acres	Walking Track	Basketball	Ballfield	Trail(s)	Playground	Shelter	Restroom	Parking	ADA	Wifi	Address	Town/City
Oaks Park	8.84			X		X			X	Yes	No	640 Northwest Market St	Reidsville
Woodland Park	-0.5					X			X	Yes	No	2212 Woodland Dr	Reidsville
Bridge Street Rec	4.13	X	X			X	X	X	X	No	Yes	319 Bridge St	Eden
Mill Ave Rec	18.64	X	X	X		X	X	X	X	Yes	Yes	1722 Mill Ave	Eden
Governor Morehead Park	3.36				X				X	Yes	No	W Meadow Rd	Eden
Jacobs Creek Batteau Landing	14									Yes	No	Planters Rd	Madison
Morgan Road Community Center	2.6	X	X			X	X	X	X	Yes	Yes	Morgan Rd	Eden
Friendship Park	0.15									No	No	N Henry St and Main St	Stoneville
Clearwater Park	2.25				X					No	No	Bridge St	Eden
Madison & Mayodan Park and Rec	2.84					X		X	X	Yes	Yes	300 S 2nd Ave	Mayodan
Nat Wall Park	0.5		X			X				No	No	Gene Hariston St & Cardwell Ave	Madison
The Carlyle Lewis Tennis Courts	2.64			X					X	Yes	No	Cure Drive	Madison
Rockingham County Veterans Park	-0.5				X				X	Yes	Yes	425-433 NC-65	Reidsville
Reidsville Parks & Recreation Gym	1		X					X	X	Yes	No	201 Washington Ave	Reidsville
Haw River State Park	1485				X	X	X	X	X	Yes	Yes	339 Conference Center Dr	Browns Summit
Knight Brown Nature Preserve	148.8				X					No	No	221 Waterfield Ln	Stokesdale
Hogans Creek Park	110				X			X	X	No	No	128 Stanley Road	Rockingham County



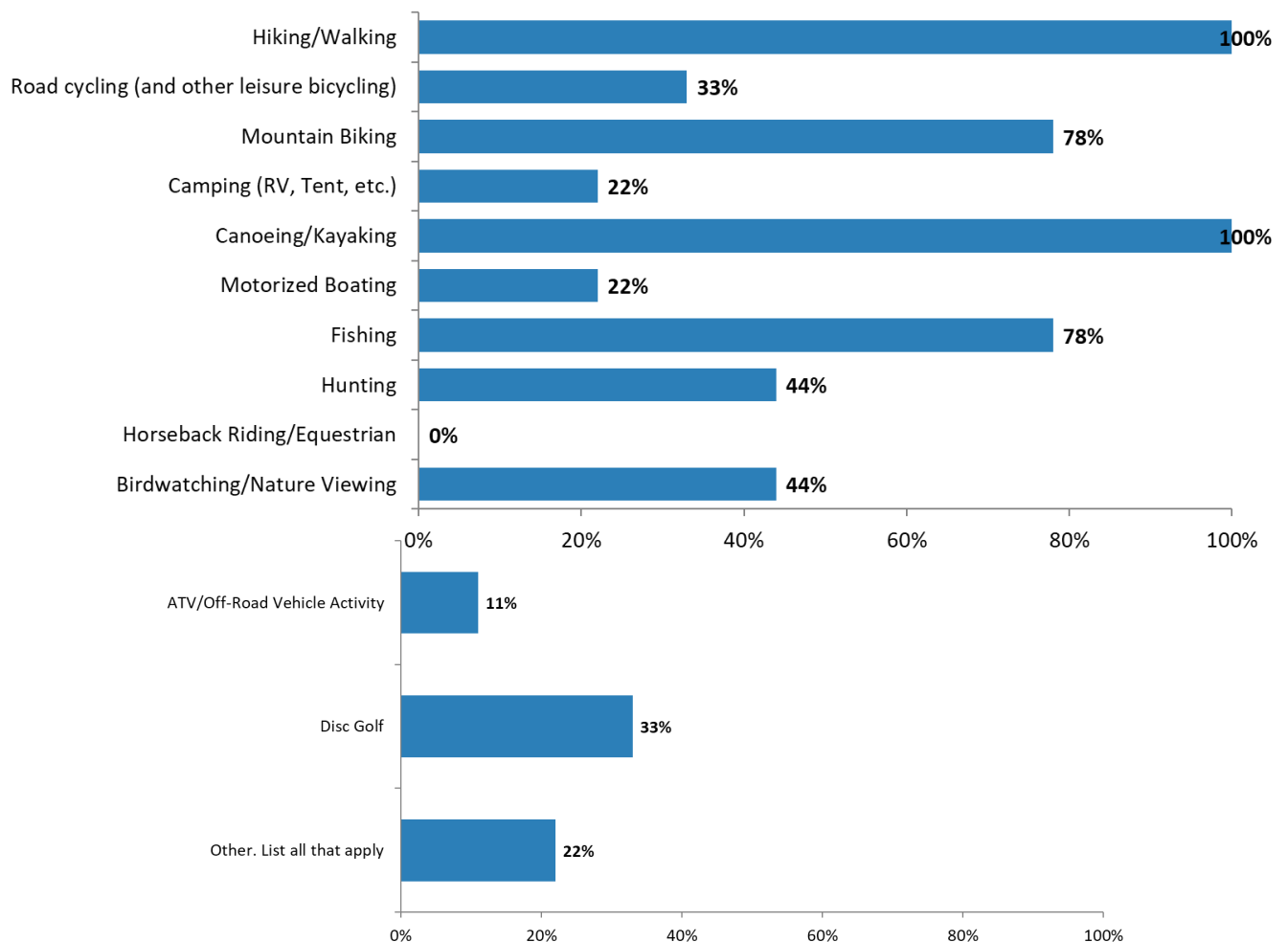


## Appendix 2: CORE Survey Results

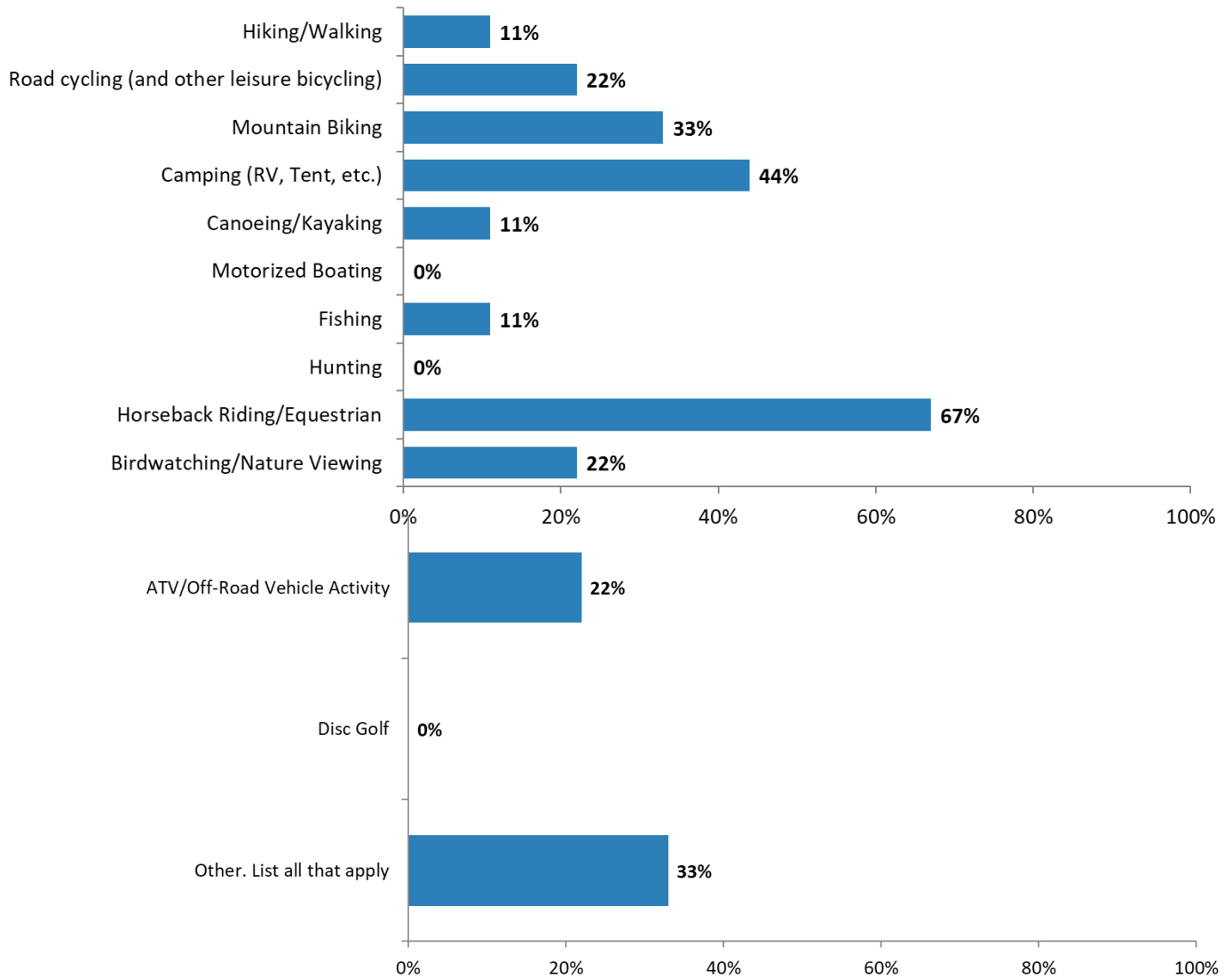
In an effort to determine the primary topics that the community wants to address during this strategic planning process, please rank the importance of each potential focus area. 2 being most important; 5 being least important.



### What outdoor recreation activities are most common in your community?



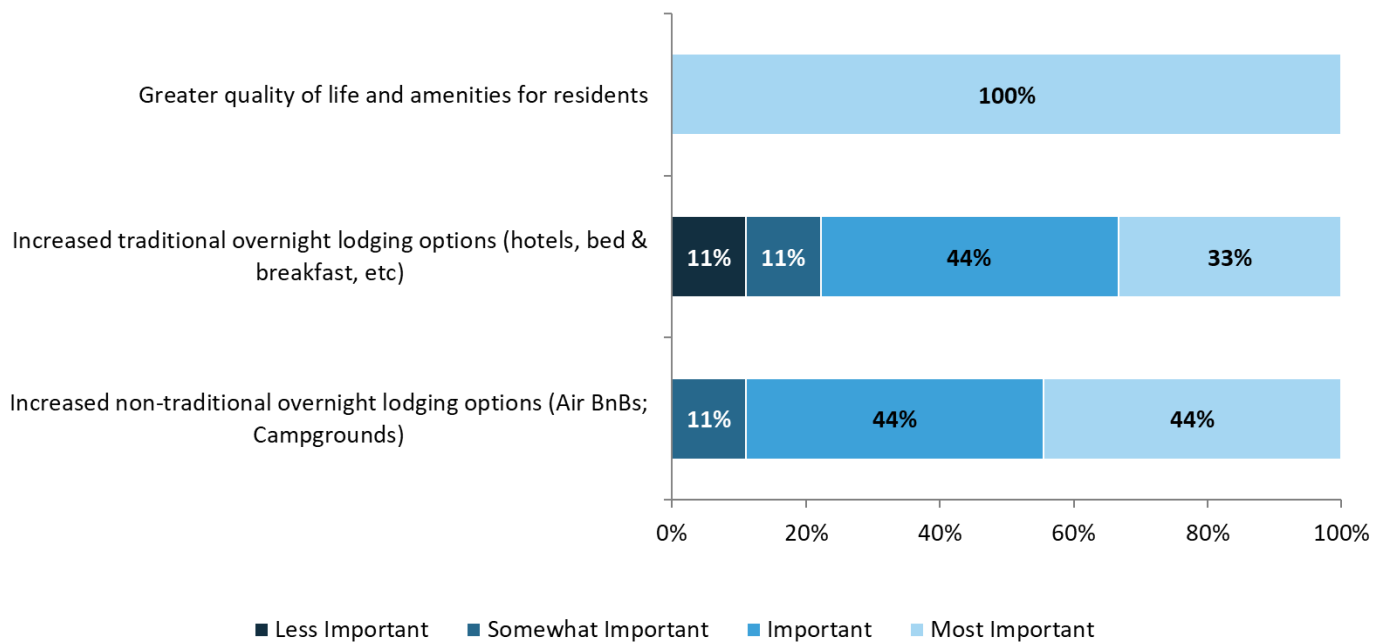
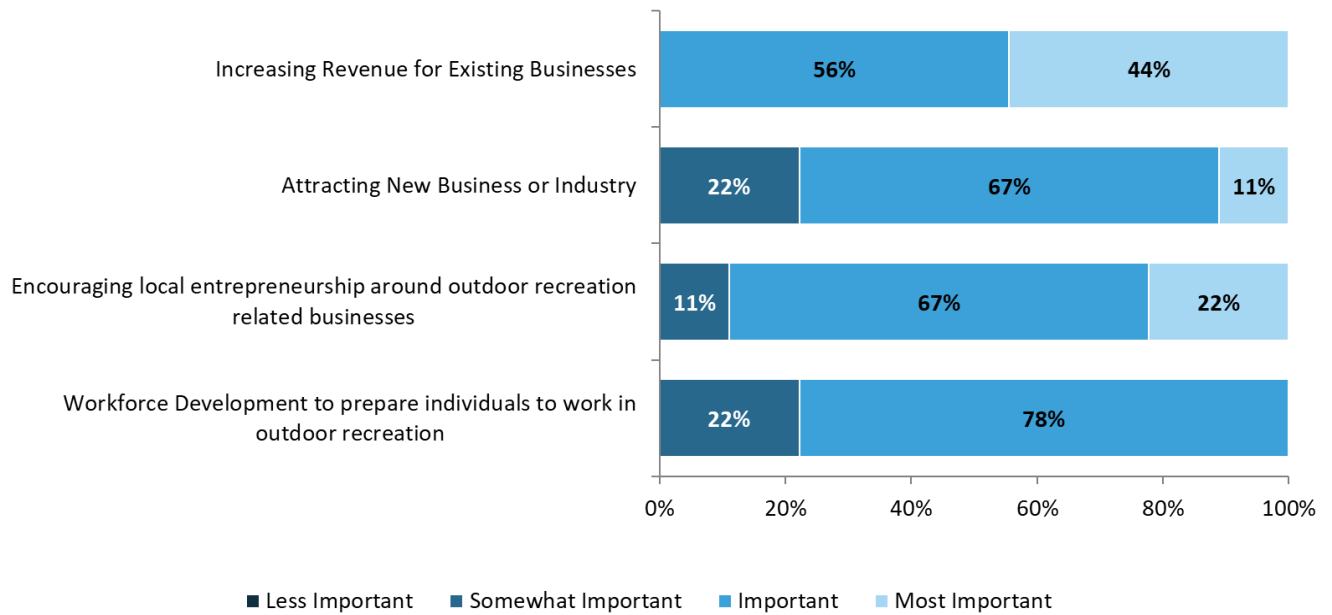
## What outdoor recreation activities are not available in your community that you would like to have available?



### Work group clarifications on wants/opportunities:

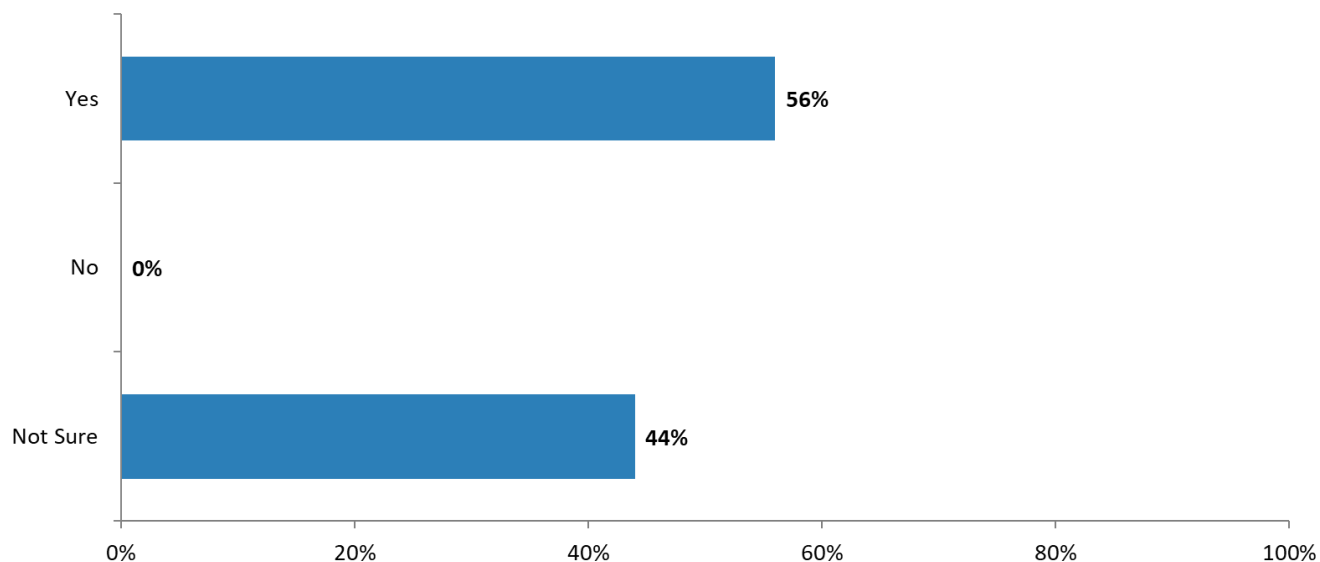
- ⇒ Opportunities to build organizational capacity (with County Parks & Rec and partnership with municipalities) to manage and build upon current assets.
- ⇒ Opportunities for a multi-use trail system connecting Stoneville, Mayodan, & Madison and each community's important cultural assets/points of interest (like the downtown areas, Rosenwald school, Historic Black Cemetery, etc.) with better connectivity including shuttle services, boat launches, camp sites, and more points of interest.
- ⇒ Opportunities for additional amenities at current parks/assets, like RV/Camping Sites, additional trails/ bike paths, lighting of athletic fields, adequate parking, additional amenities like pickleball, basketball, etc.
- ⇒ Opportunities for better signage/wayfinding and cohesive/collective branding and marketing.

**Rank the importance of benefits to be gained from your community's outdoor recreation assets and experiences: Please select the level of importance for each topic area:**





**Do local residents have the perception of the community as an attractive, welcoming, and desirable place to live? Consider how this relates to outdoor recreation assets and commercial centers/downtown areas.**



#### **Clarifications on the community temperature check: what's good?**

- ⇒ There is growth happening in the downtown areas, particularly with the expansion of entertainment options in the evenings, that generates civic pride. More viable businesses in the commercial core = more people gathering/shopping = more civic pride.
- ⇒ The increased visibility of outdoor recreation opportunities is generating more civic pride.
- ⇒ Small, unique feel, with lots of charm generates civic pride.

#### **Clarifications on the community temperature check: where's the opportunity to generate more civic pride?**

- ⇒ Community sees lots of potential for something great but need local resources to make it happen.
- ⇒ Locals do not think the area is well known and recognize an opportunity and need for increased collective marketing/branding efforts.
- ⇒ Some locals do not know what the overall community's "civic pride" temperature check would be and recognize the need to have a broader conversation to identify growth opportunities to generate civic pride.
- ⇒ Redevelopment of vacant buildings, particularly in the downtown areas and adjacent to outdoor recreation assets.
- ⇒ Design improvements to downtown public spaces and occupied buildings.
- ⇒ Create lodging opportunities.

## What makes your community unique?

- ⇒ The Boiling Hole
- ⇒ Native American History
- ⇒ History of William Byrd
- ⇒ The Madison River Park that Removed a Dam on the Dan
- ⇒ Hayodan Festival
- ⇒ Mayodan's name combining the two rivers
- ⇒ Quaint Downtown Districts (and Madison's Downtown Nightlife)
- ⇒ Friendly Neighborhoods
- ⇒ Hay Festival
- ⇒ Hay O Dan Art Festival
- ⇒ Binford Taylor Carter, Jr. (American Contemporary Artist from Mayodan)
- ⇒ State Paddle Trail – Dan River
- ⇒ Two Large River Parks
- ⇒ Mayo River State Park
- ⇒ Geographic Location – Convenient Drive to Larger Cities
- ⇒ Paddling Opportunities – Beginner Friendly and More Challenging Sections
- ⇒ River Tubing
- ⇒ Madison Dry Goods

## **What should be done to improve connectivity and accessibility?**

### **Trails:**

- ⇒ Downtown Trail Connecting Downtowns & Other Cultural Assets
- ⇒ Greenways/Trails Connection Madison, Mayodan, Stoneville and Mayo River State Park
- ⇒ Blueway's
- ⇒ General Increase in Trail Development
- ⇒ ADA Compliance for Outdoor Assets—Parks, Trails, etc.

### **Organizational & Community Capacity Building:**

- ⇒ Shared Recreational Program/Staff/Facilities
- ⇒ Unified Marketing/Branding/Wayfinding Including Website and Larger Marketing Campaigns Targeting NC & VA Audience
- ⇒ Unified Regional Events/Festivals and Coordinated Community Calendars
- ⇒ Resource Identification for Capacity Building & Funding
- ⇒ Recruitment of Outdoor Outfitters & Guides

## What are the main tourist attractions?

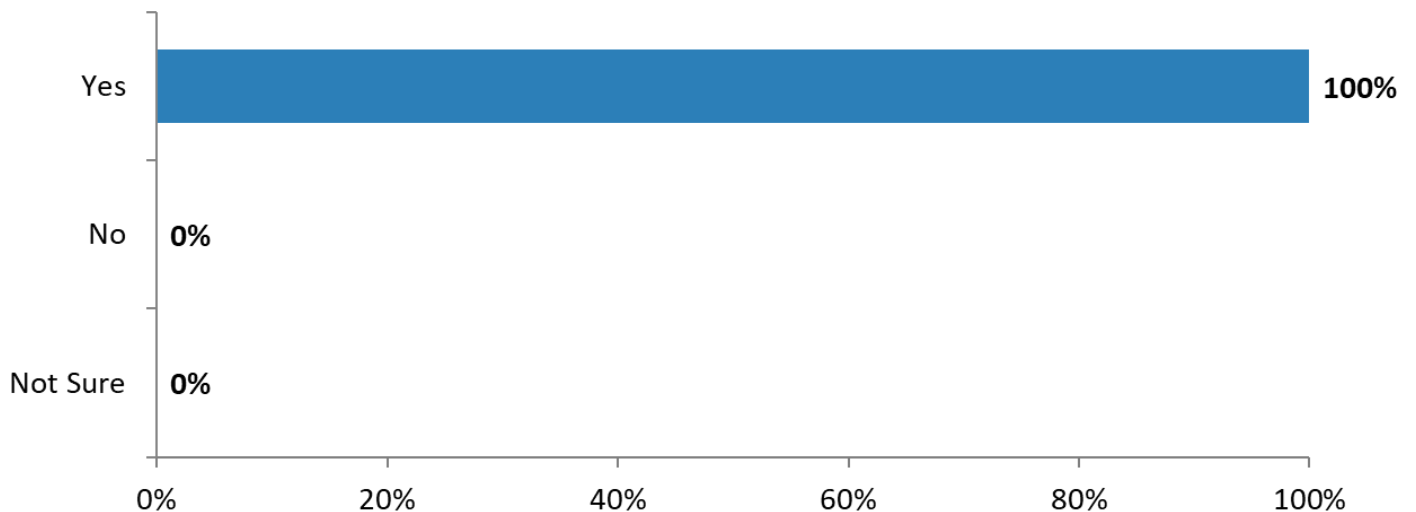
- ⇒ Madison Dry Goods
- ⇒ River Tubing
- ⇒ Mountain Bike Events
- ⇒ Events and Festivals
- ⇒ Beach House Grille
- ⇒ Farris Memorial Park (NICA Race, Disc Golf)
- ⇒ Elliott Duncan Park
- ⇒ Mayo River State Park (Fall Creek Falls, Byrd's Ledge, Mayo River Paddle Trail)
- ⇒ Mayo River
- ⇒ Dan River
- ⇒ Good Local Restaurants
- ⇒ Small Downtown Shops & Quaint Downtowns
- ⇒ Debbie's Restaurant
- ⇒ Bars in Madison



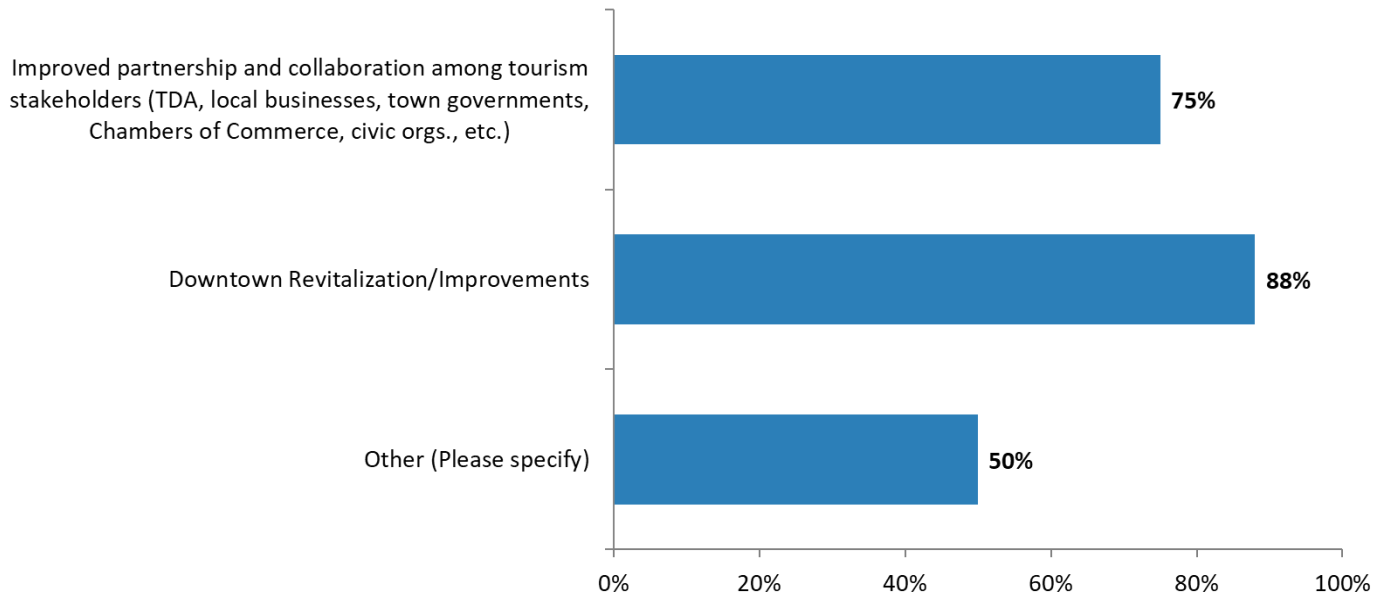
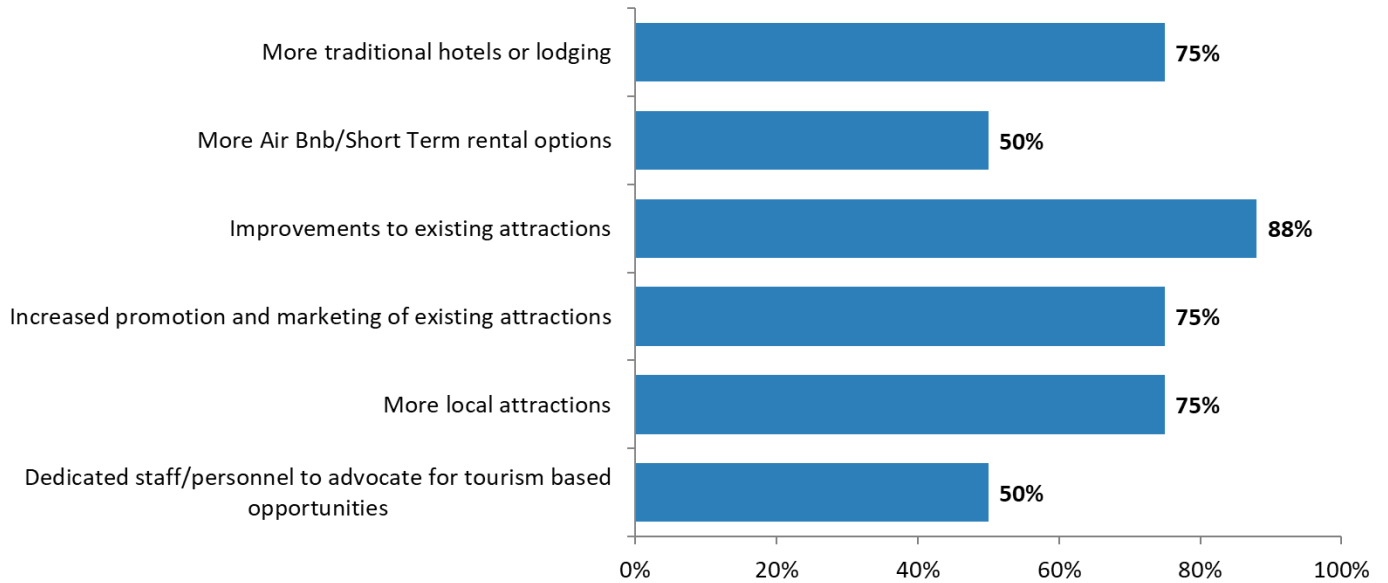
### What are potential issues and problems with tourism?

- ⇒ Need to Build Capacity – Organizational and Funding
- ⇒ Need to Develop Amenities
- ⇒ Need to Recruit Outfitters for Local River Adventures
- ⇒ Lack of Reasons to Stay Overnight
- ⇒ Needs Daily Tourism Beyond Event Tourism
- ⇒ Lack of Lodging Options
- ⇒ Needs Increased Marketing & Visibility
- ⇒ Community Doesn't Define Itself as a Tourist Destination
- ⇒ Need to Increase Connectivity (Trails and Downtown Development)
- ⇒ Most Retail is Located on NC 220 – Need to Attract People to Downtowns

### Should your community leaders take active steps to increase tourism in your community?



## What types of improvements could help increase tourism in your community?



### **Are there existing outdoor recreation related businesses?**

- ⇒ Mad Town Tubing
- ⇒ Dan River Adventures
- ⇒ McMichael Mills
- ⇒ Mayodan Outfitters
- ⇒ Campgrounds
- ⇒ Mayodan Outdoor Sports
- ⇒ Sturm Ruger

### **Businesses that benefit indirectly from outdoor recreation:**

- ⇒ Breweries
- ⇒ Restaurants & Coffee Shops
- ⇒ Short Term Rentals
- ⇒ M&M Rec Center

### **What additional business types or services are needed?**

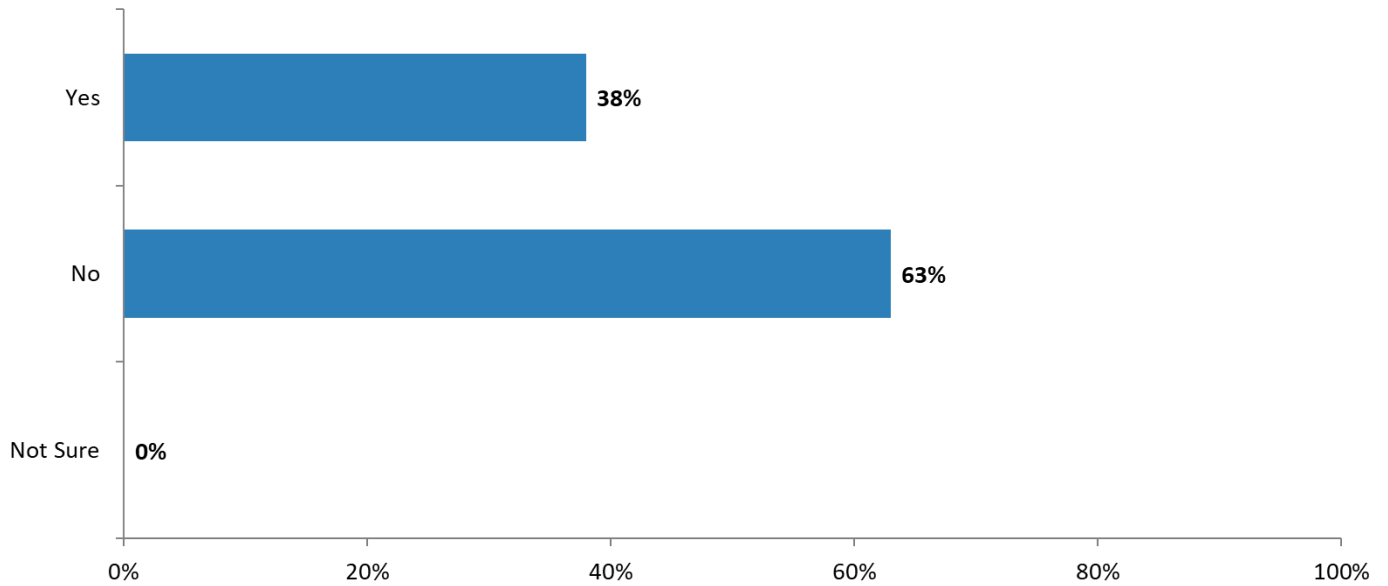
- ⇒ Bike Shop
- ⇒ Guide Services
- ⇒ Boat Rentals
- ⇒ Tackle Shop
- ⇒ Equipment Rentals
- ⇒ Canoe/Kayak Retailer and Camping Gear

### **What business services are available and what are needed?**

Available: Rockingham Community College, Chamber of Commerce, Rockingham County Economic Development.

Needed: Partnerships with Rockingham Economic Development and RCC Small Business Center to Develop Entrepreneurship Training Program & Business Assistance, Economic Development Focus on Small Business Recruitment, Policy to Address Vacant Properties, Investors

## Do you feel all members of your community have easy access to places where they can participate in outdoor recreation?

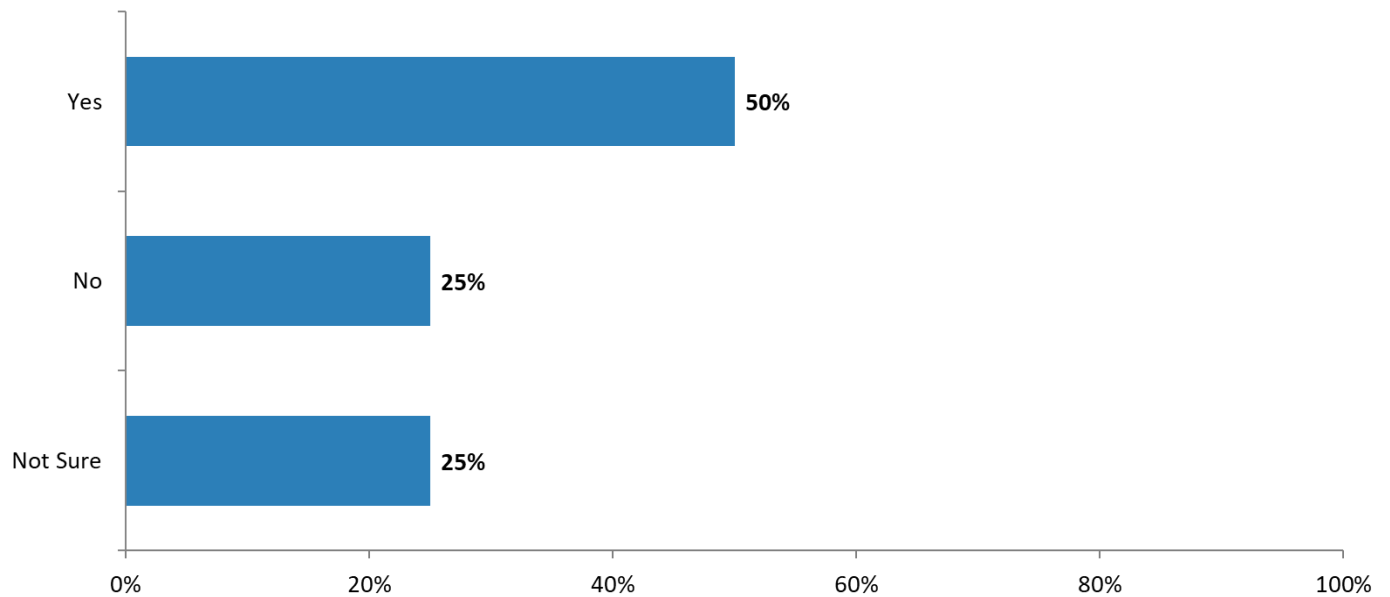


## How can accessibility be improved?

- ⇒ Trail Awareness
- ⇒ Programming/Marketing Materials in Spanish
- ⇒ ADA Compliant Playgrounds
- ⇒ Parks/Trails Within 5 Miles of All Neighborhoods/Schools
- ⇒ Public Transportation to Mayo State Park and Farris Memorial Park
- ⇒ Greenways
- ⇒ Better Boat Launches
- ⇒ Access to Boat/Bike Rentals
- ⇒ More Opportunities for Special Needs



## Are there sufficient opportunities for youth to participate in outdoor recreation activities?



## What are some ways to improve youth participation?

- ⇒ More Trails
- ⇒ Invest in Parks
- ⇒ Summer Camp Programs
- ⇒ Non-Sport Related Programs
- ⇒ Less Emphasis on Travel Sports Leagues
- ⇒ Youth Hiking Clubs/Nature Walks
- ⇒ Youth River Clean Ups

# Appendix 3: Western Rockingham County Outdoor Rec. Business Recruitment Fact Sheet & Placer.ai Analysis



## Invest in Western Rockingham County’s Outdoor Economy

### Demographics, Residential Growth and Natural Resources

(Sources: U.S. Census, Madison-Mayodan Parks and Recreation and Rockingham County Economic Development Department)

<u>Category</u>		<u>County</u>
Population	2023	92,518 +1.5%
	2020	91,104
Median Household Income	2022	\$50,737 +.06%
	2021	\$50,388

Madison/Mayodan/Stoneville: Over 1 million annual visitors combined to the downtown areas of these communities on average.

Mayo River State Park: 2022 186,000 visitors 95% increase year over year.  
2021 95,789 visitors

Mad Town Tubing: 5,174 trips on the Dan River in 2023  
+29% vs 2020

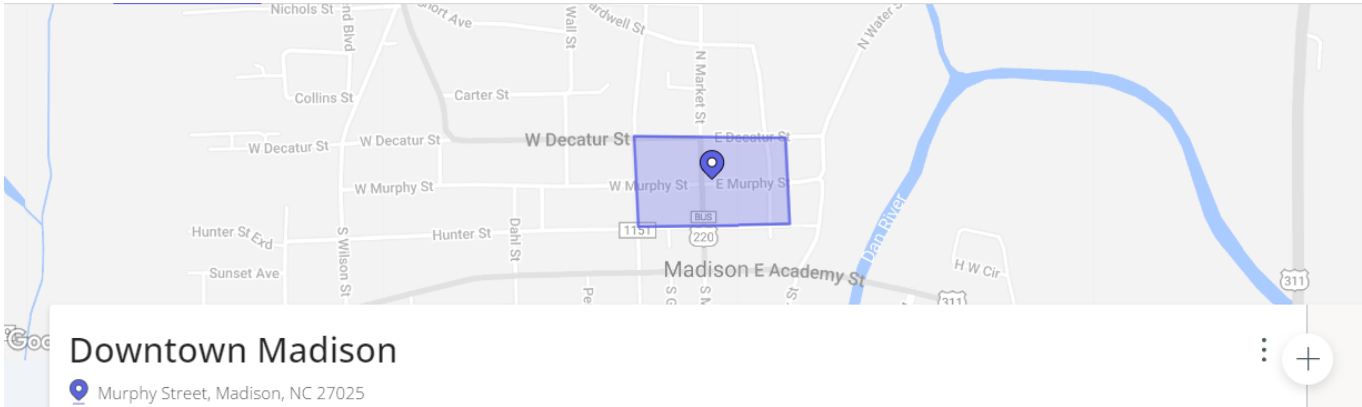
Residential Development: 4,500+ new homes either approved or in planning.

### Retail Sales Gap-Potential business escaping to other areas of the Triad (Claritas 2024)

	Retail Gap		Projected Growth	
	10-minute drive time	20-minute drive time	10-minute drive time	20-minute drive time
Sporting Goods	\$906,285	\$3,570,984	\$103,085	\$369,351

For more information, contact Lindsay Pegg, Tourism Manager Rockingham County at 336-342-8138 or [lpegg@co.rockingham.nc.us](mailto:lpegg@co.rockingham.nc.us)

## Downtown Madison Placer.ai Analysis June of 2024



### Downtown Madison

Murphy Street, Madison, NC 27025

#### Metrics

?

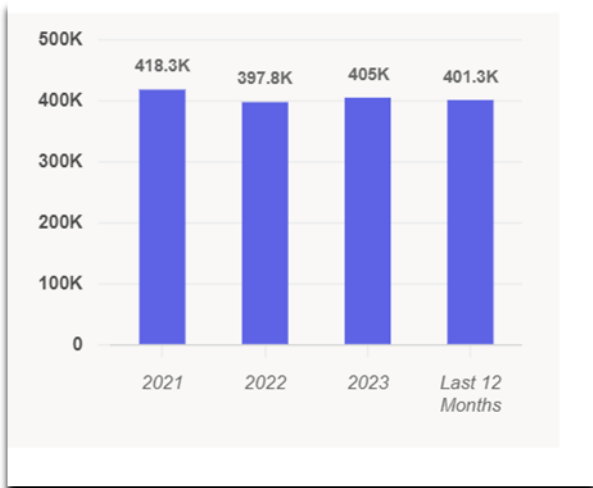
Property:

Downtown Madison / Murph...

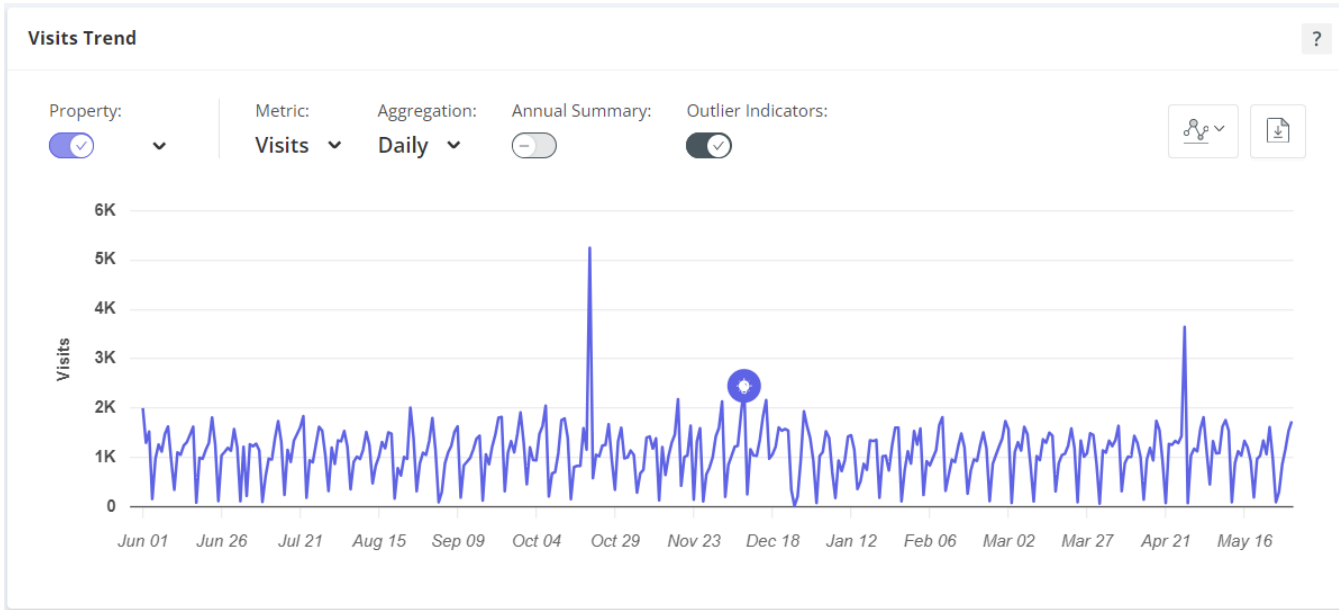


Visits	401.3K	Panel Visits	23.2K
Visitors	86.4K	Visits YoY	+0.9%
Visit Frequency	4.64	Visits Yo2Y	-3.9%
Avg. Dwell Time	88 min	Visits Yo3Y	+5.4%

86,400 unique visitors on average 4.64 annual times for a total of 401,300 annual visitors.



Town of  
Madison  
Data Report



**Visitor peaks:**

Fall into Madison Fall Festival

Saturday, October 21, 2023  
 5,250 visits  
 -3% vs 2023 (5,430)

Historic Downtown Christmas Stroll

Saturday, December 2, 2023  
 2,130 visits  
 +22% vs 2022 (1,740)

Spring into Madison Festival

Saturday, April 27, 2024  
 3,640 visits  
 +4% vs 2023 (3,510)

Saturday December 9, 2023

2,450 visits  
 -29% vs 2022 (3,430)

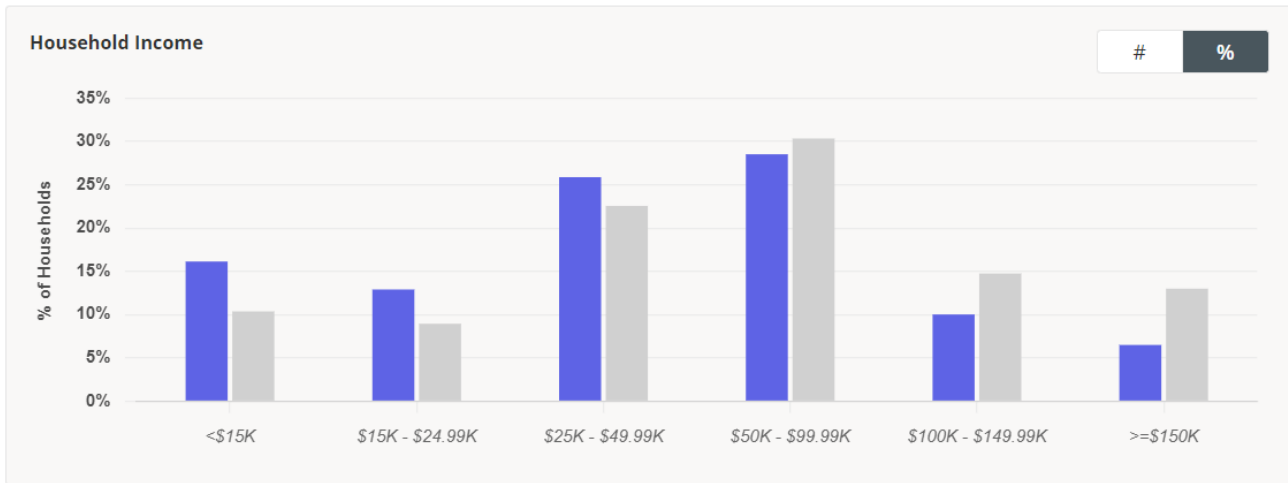
### Audience Overview ?

Property:  Dataset: Census 2021 View: Potential Market Compare to: North Carolina

Property	Median Household Income	Bachelor's Degree or Higher	Median Age	Most Common Ethnicity	Persons per Household
Downtown Mad... Murphy Street, Mad...	\$44.1K	21.1%	43.3	White (66.2%)	2.37
North Carolina	\$60.5K	33.0%	38.2	White (62.1%)	2.57







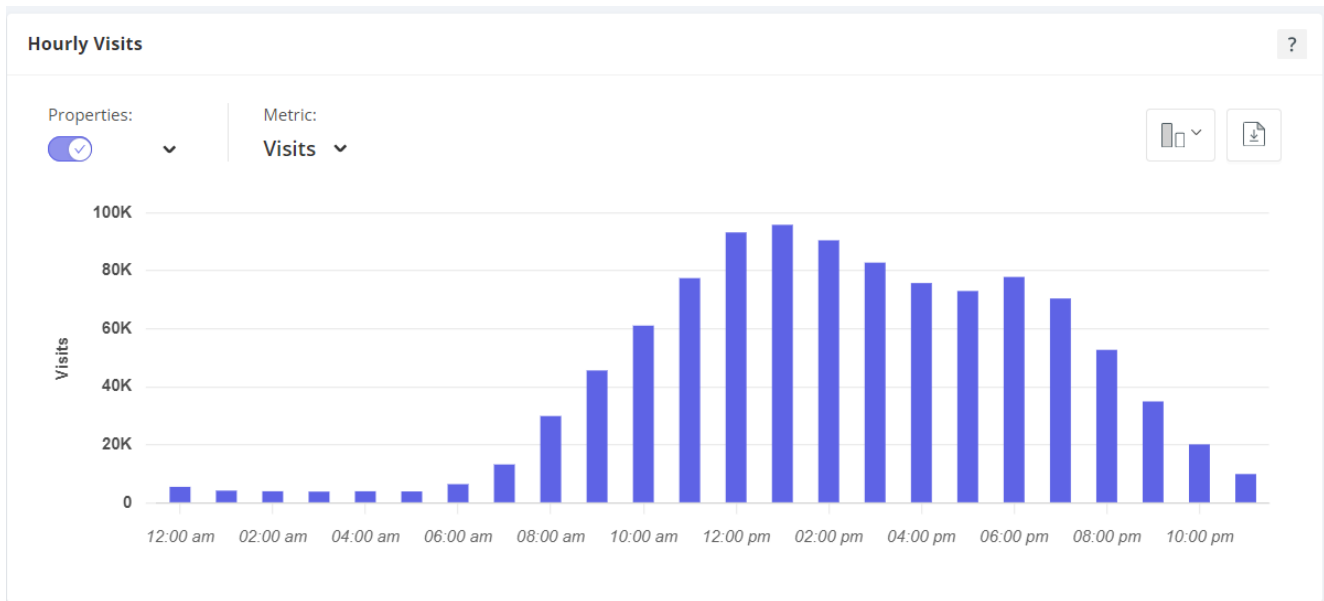
\*Demographics are based on a True Trade Area capturing 70% of visits | Data source: Census 2021

Largest income distribution: \$50,000-\$99,999.

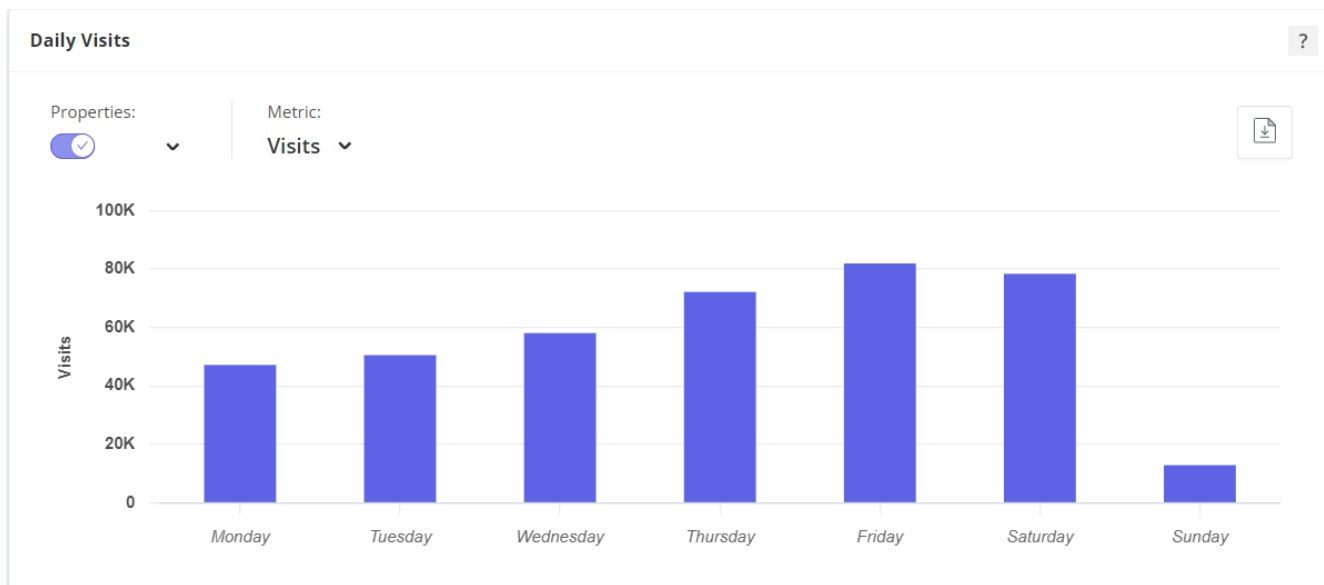


Visitor Journey: Where visitors originate and journey to after visiting Downtown Madison.



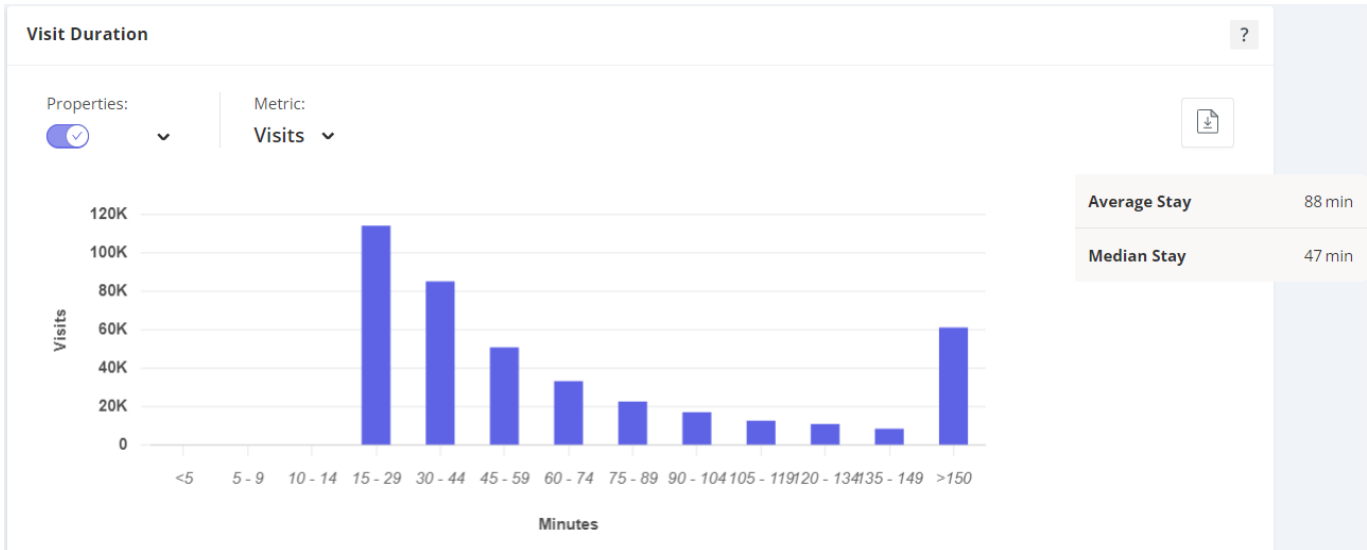


Hourly Visits: Based on hourly visits, the best operating hours for downtown businesses would be 11:00am-7:00pm.

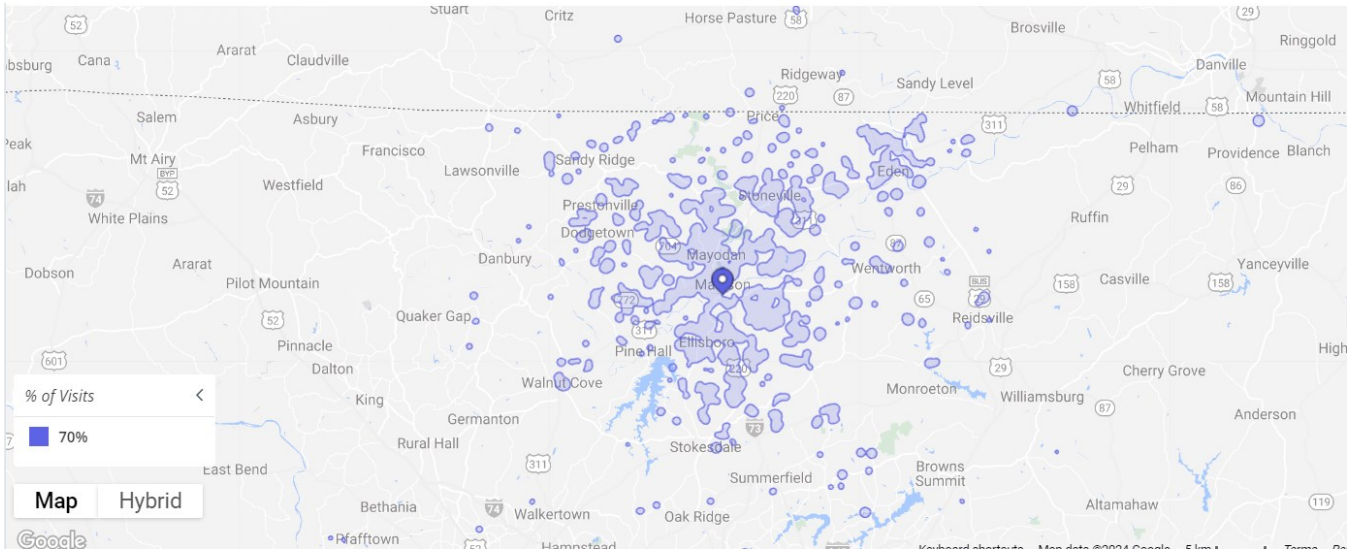


The two most frequently visited days are Friday and Saturday. Downtown businesses should operate for full-days on Saturdays to capture the visiting audience.



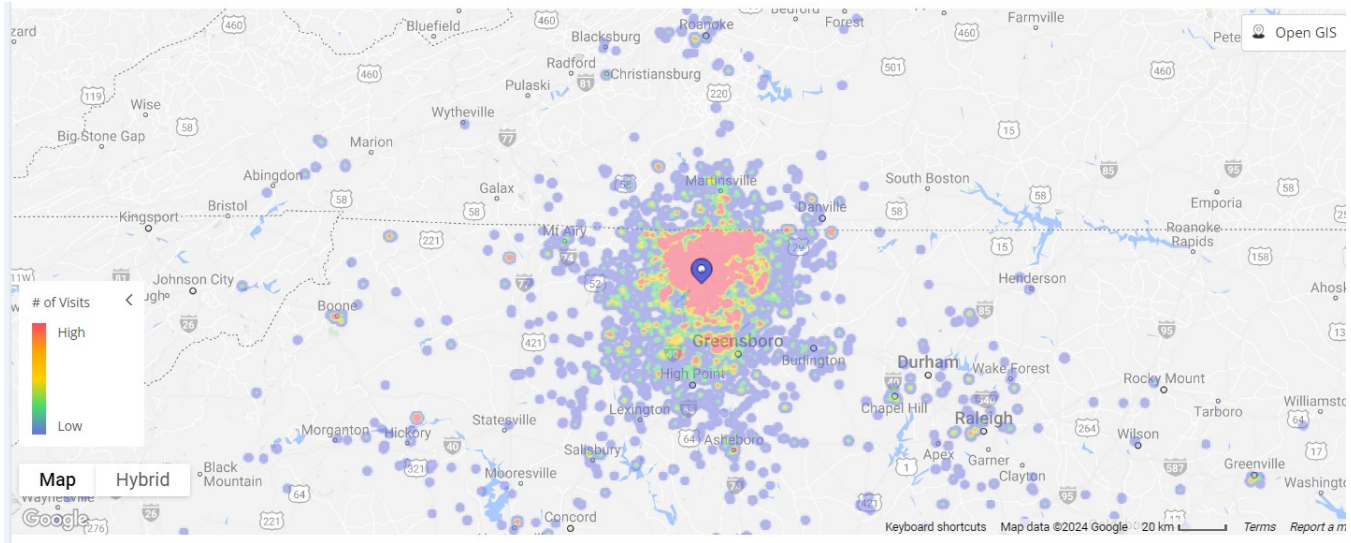


Visitor Duration: 88 minutes is the average stay.  
47 minutes is the median stay.

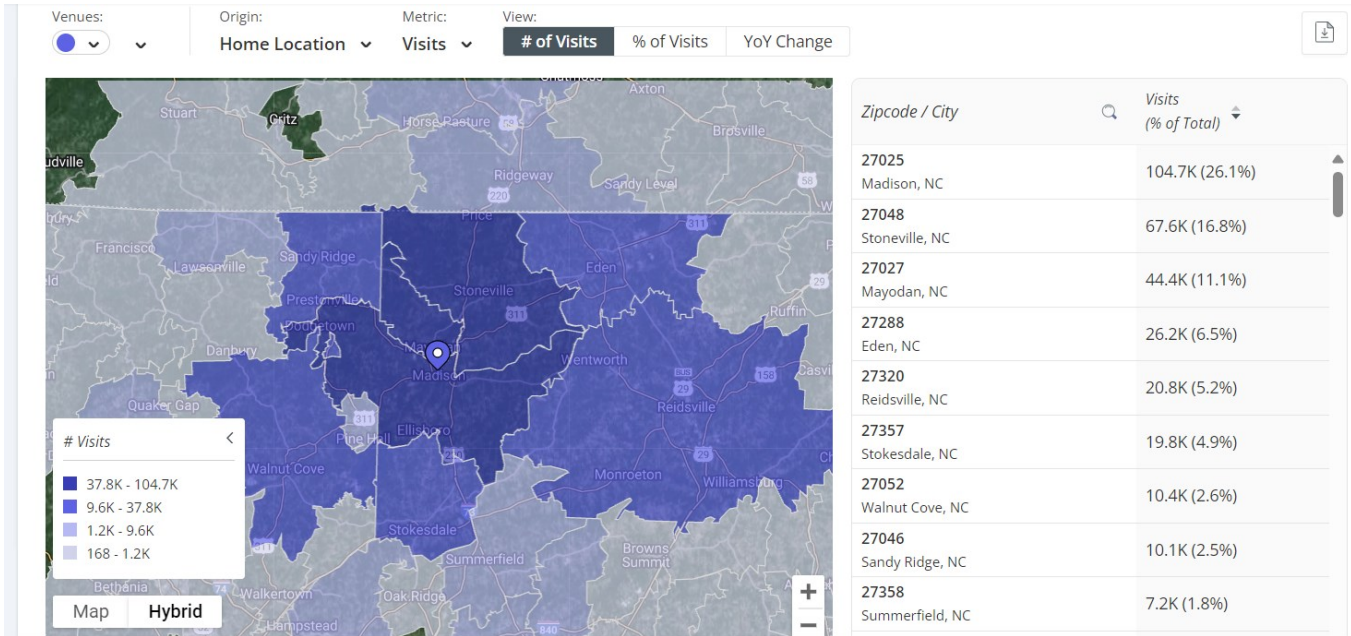


70% of visitors to Downtown Madison originate from the above areas.



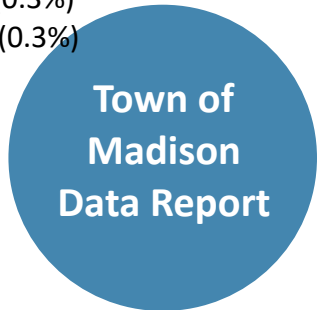


Total Downtown Madison trade area.



Visitor zip code origination:

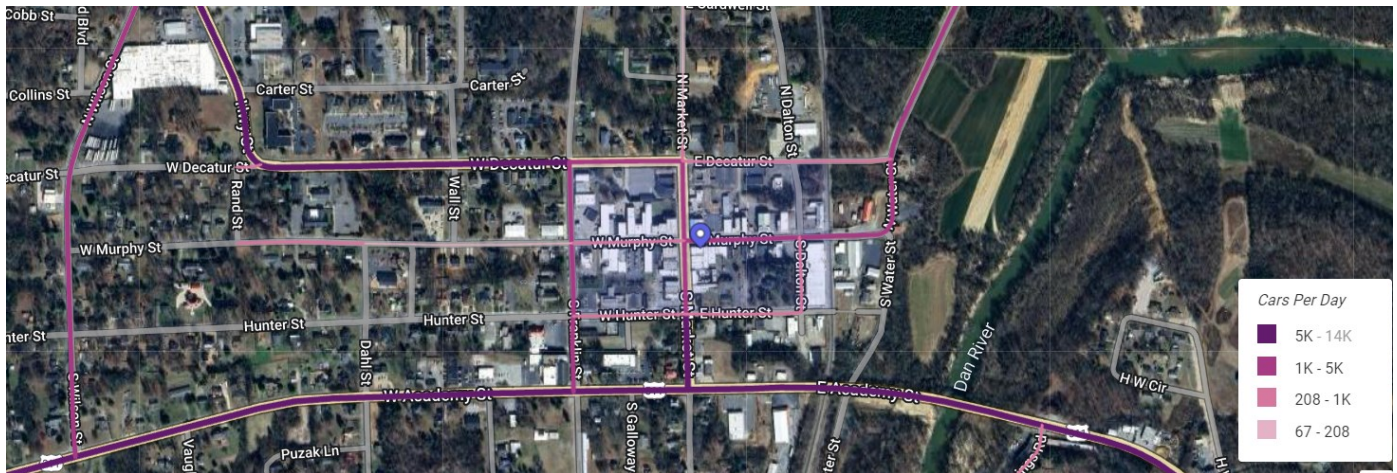
- 27025 Madison (26.1%)
- 27048 Stoneville (16.8%)
- 27027 Mayodan (11.1%)
- 27288 Eden (6.5%)
- 27320 Reidsville (5.2%)
- 27357 Stokesdale (4.9%)
- 27052Walnut Cove (2.6%)
- 27046Sandy Ridge (2.5%)
- 27455 Greensboro (1.1%)
- 27284 Kernersville (1.1%)
- 27410 Greensboro (0.9%)
- 24112 Martinsville, VA (0.8%)
- 27042 Pine Hall (0.8%)
- 27022 Lawsonville (0.7%)
- 24148 Ridgeway, VA (0.7%)
- 28601 Hickory (0.5%)
- 27265 High Point (0.5%)
- 27107 Winston-Salem (0.3%)
- 27021 King (0.3%)
- 24171 Stuart, VA (0.3%)
- 27016 Danbury (0.3%)
- 28607 Boone (0.3%)
- 27019 Germanton (0.3%)
- 27405 Greensboro (0.3%)



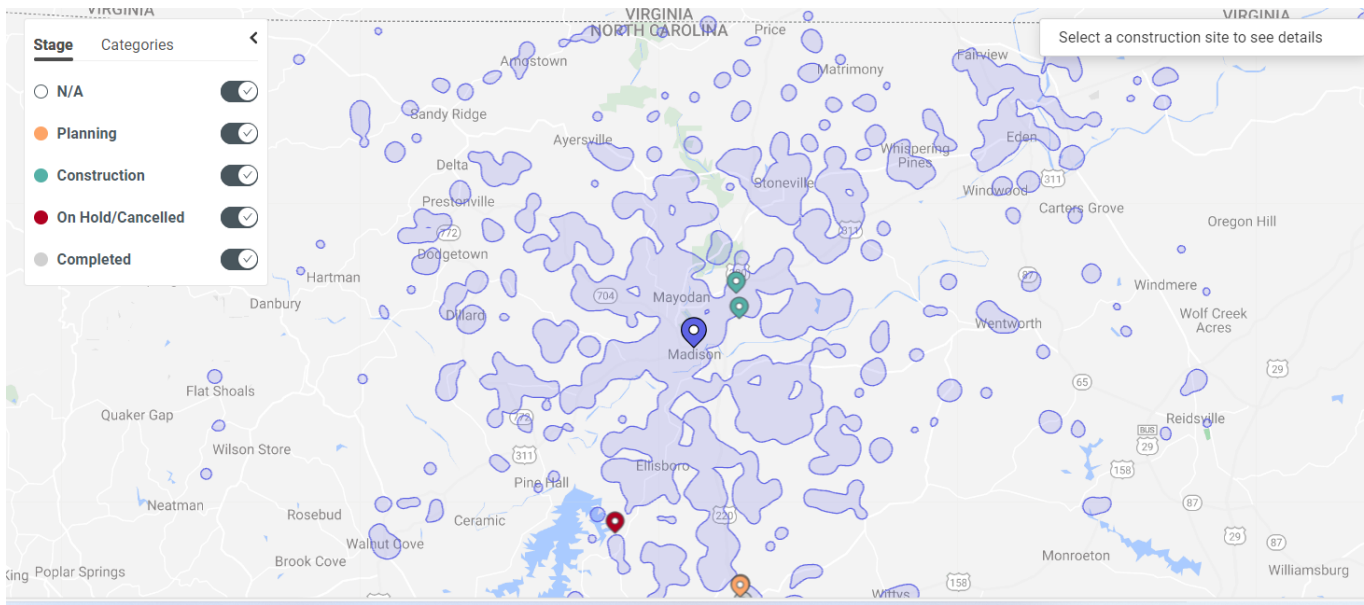


### Trade Area Coverage by Distance

- 4.37% of visitors come from less than 1 mile away.
- 10.74% of visitors come from fewer than 2 miles away.
- 18.97% of visitors come from fewer than 3 miles away.
- 35.52% of visitors come from fewer than 5 miles away.
- 52.62% of visitors come from fewer than 7 miles away.
- 63.66% of visitors come from fewer than 10 miles away.
- 89.81 of visitors come from fewer than 30 miles away.



Downtown traffic volumes

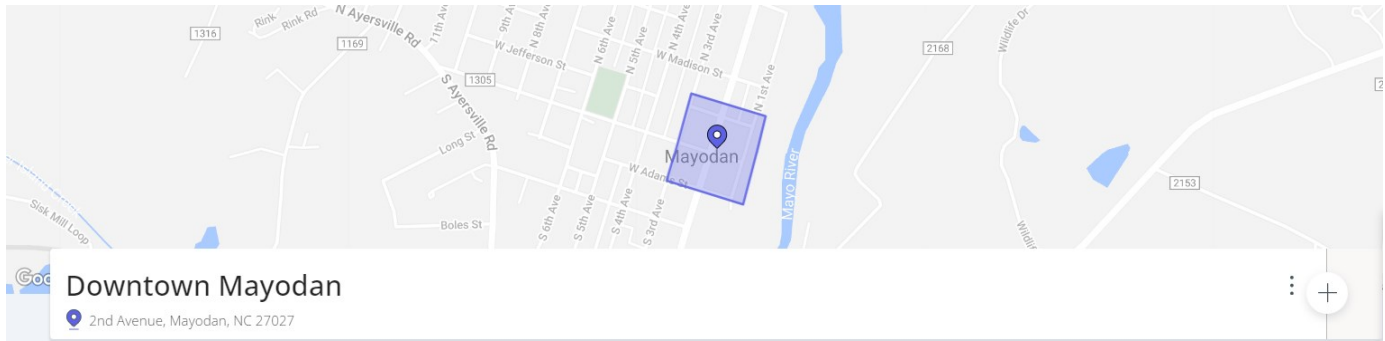


Planned development in Madison and surrounding areas.





## Downtown Mayodan Placer.ai analysis June of 2024



### Metrics

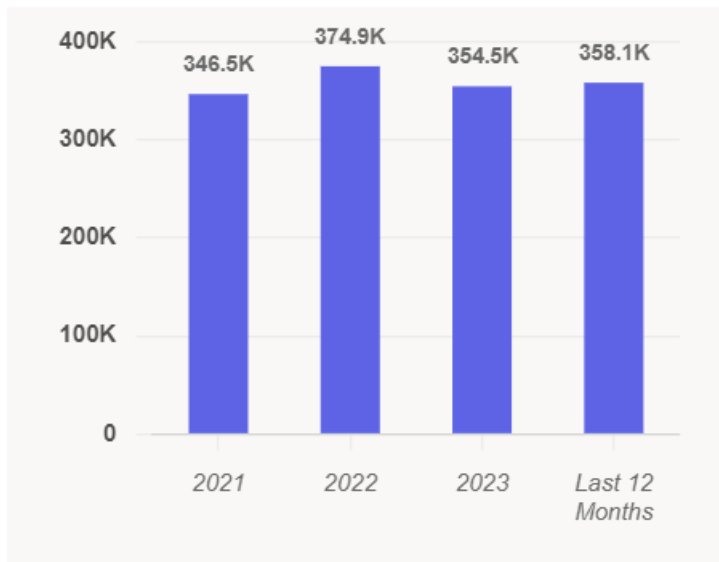
Property:

Downtown Mayodan / Avenu...



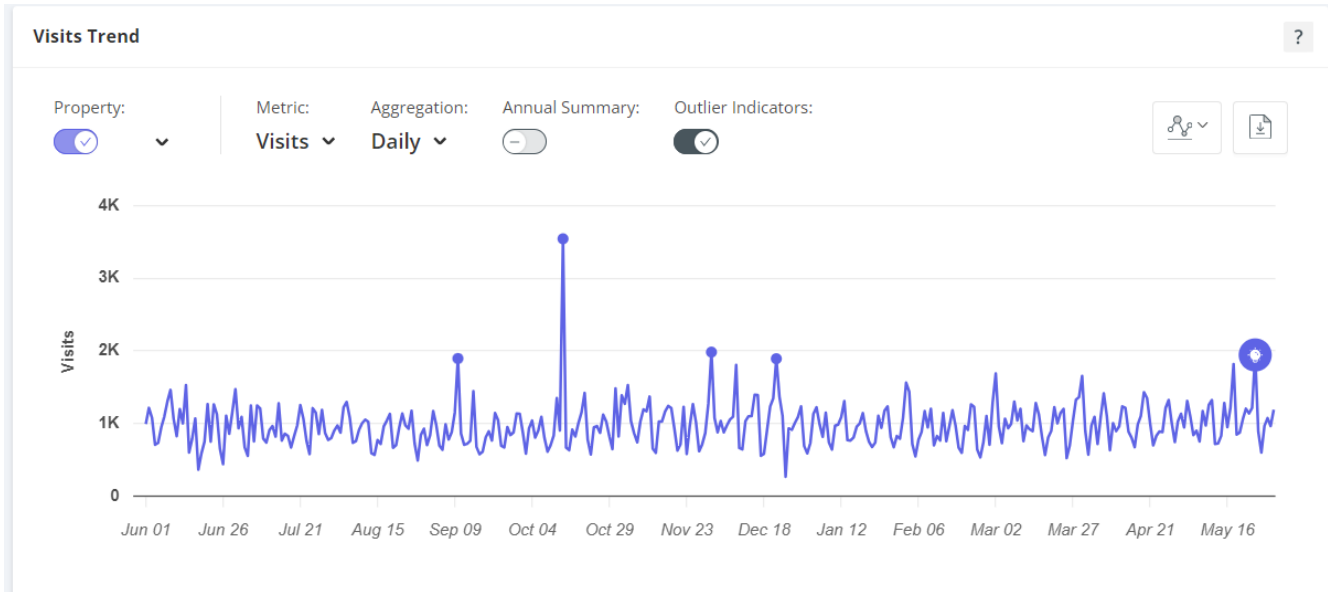
Visits	358.1K	Panel Visits	20.8K
Visitors	57.8K	Visits YoY	-4.3%
Visit Frequency	6.19	Visits Yo2Y	+1.1%
Avg. Dwell Time	103 min	Visits Yo3Y	+10.3%

57.8 unique visitors an average of 6.19 times annually resulting in 358,100 annual visitors.



Annual visitors 2021-2023 and a rolling 12 months.

Town of  
Mayodan  
Data Report



Days with peak visitor attendance in Downtown Mayodan

	<u>What the Hay Festival</u>	<u>Christmas Stroll</u>
Sunday, September 10, 2023 1,900 visitors +75% vs 2022 (1,080)	Saturday, October 14, 2023 3,540 visitors +153% vs 2022 (1,400)	Friday, December 1, 2023 1,980 visitors -37% vs 2022 (3,130)
Friday December 22, 2023 1,890 visitors +57% vs 2022 (1,200)	Saturday, May 18, 2024 1,820 visitors +30% vs 2023 (1,400)	Saturday, May 25, 2024 1,940 visitors +120% vs 2023 (884)

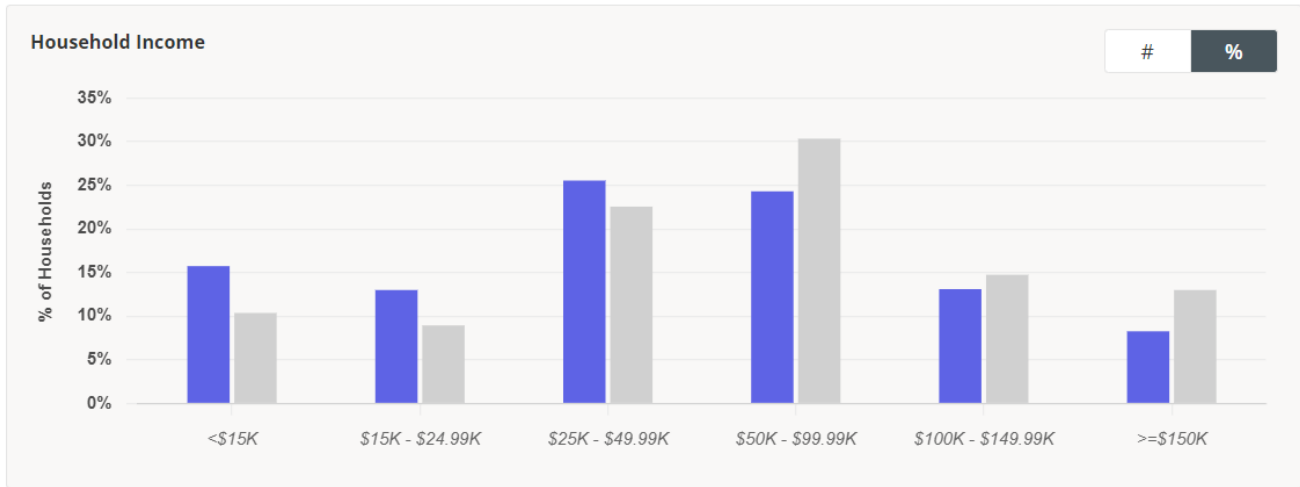
**Audience Overview**

Property:  Dataset: Census 2021 View: Potential Market Compare to: North Carolina

Property	Median Household Income	Bachelor's Degree or Higher	Median Age	Most Common Ethnicity	Persons per Household
Downtown May... Avenue, Mayodan, ...	\$45.8K	27.1%	42.5	White (69.9%)	2.51
North Carolina	\$60.5K	33.0%	38.2	White (62.1%)	2.57

Median Household Income: \$45,800  
 Bachelor's degree or higher: 27.1%  
 Median age: 42.5%





\*Demographics are based on a True Trade Area capturing 70% of visits | Data source: Census 2021

Highest visitor income distribution: \$50,000-\$99,999.

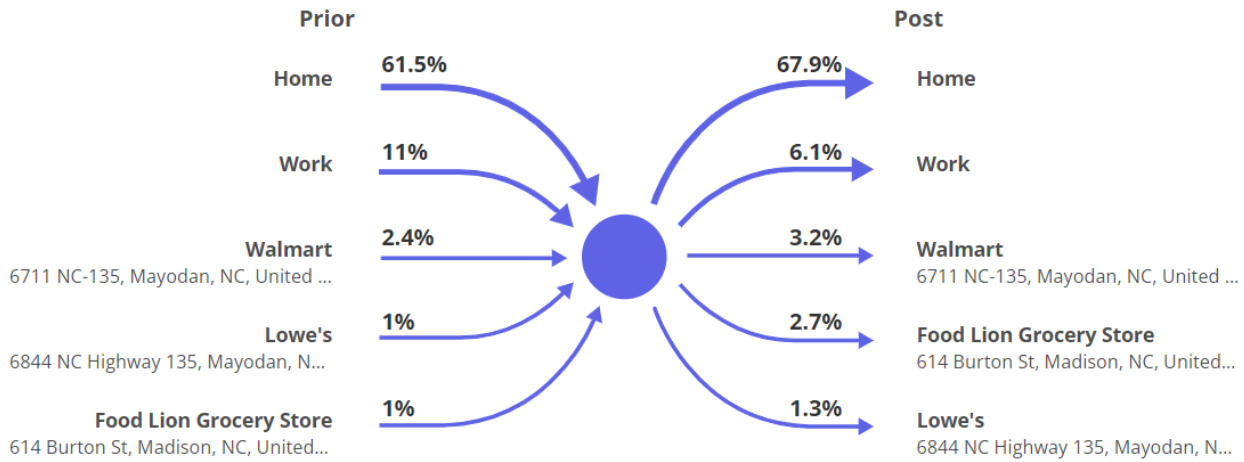
### Visitor Journey

?

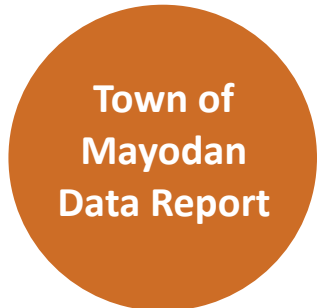
Property:  
Downtown Mayodan / Avenu...

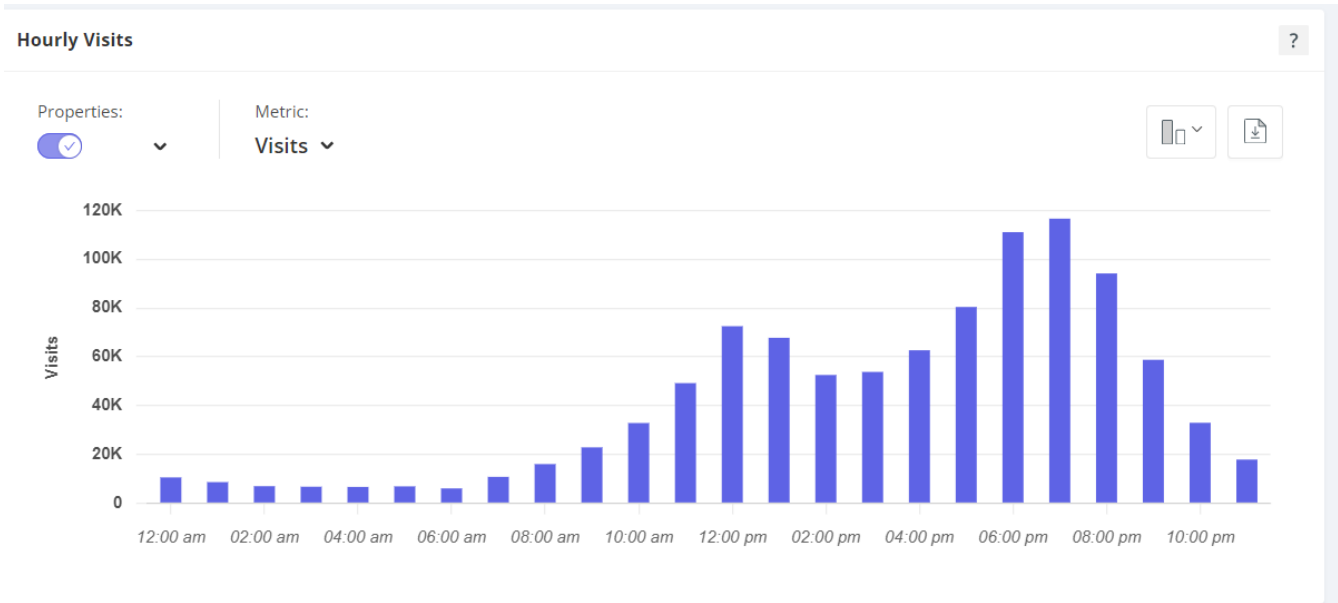
Show by:  
 Location
  Category
  Category Group

Show Home/Work:  
 On

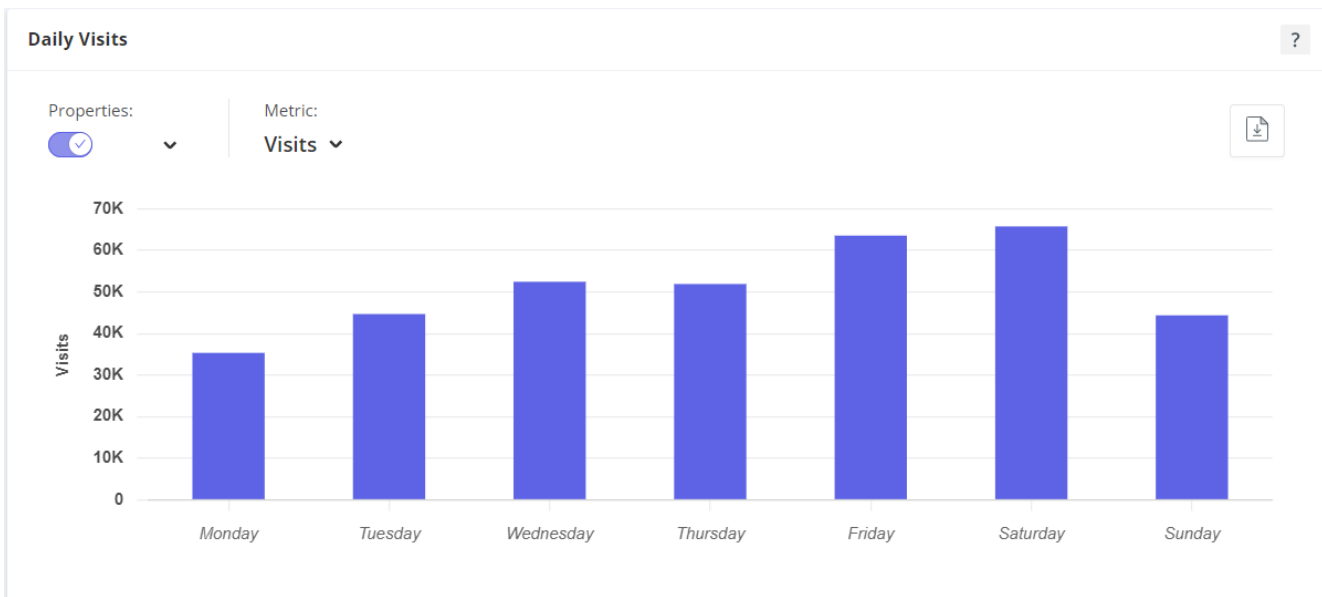


Where visitors originate before coming to Downtown Mayodan and where they go afterward.



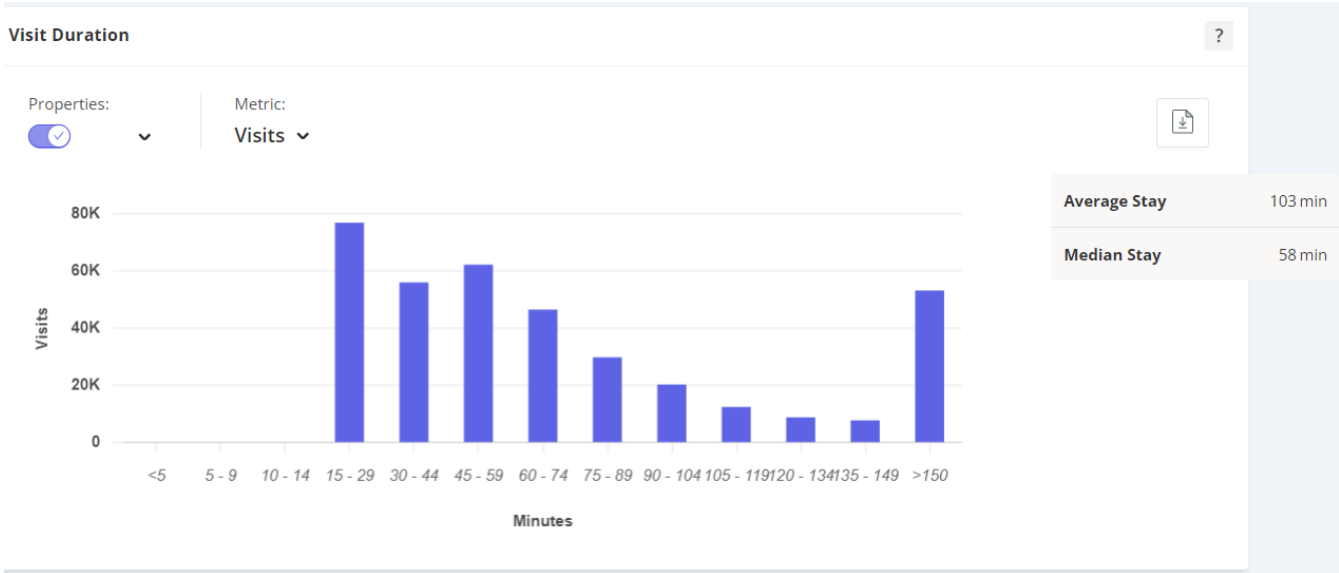


The hourly visit data shows that businesses should operate between noon and 8:00pm to capture the potential business of downtown visitors.

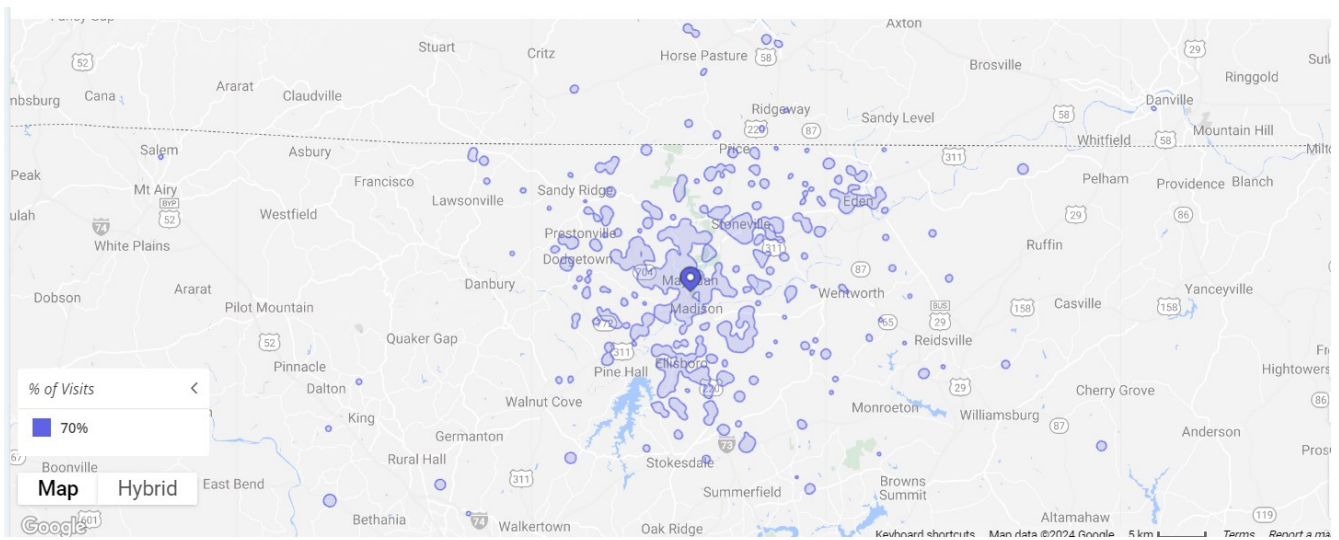


Visitor daily visit data reveals Friday and Saturday as the highest visitor days. To take advantage of Saturday visitors, businesses should operate a full day instead of closing at noon.





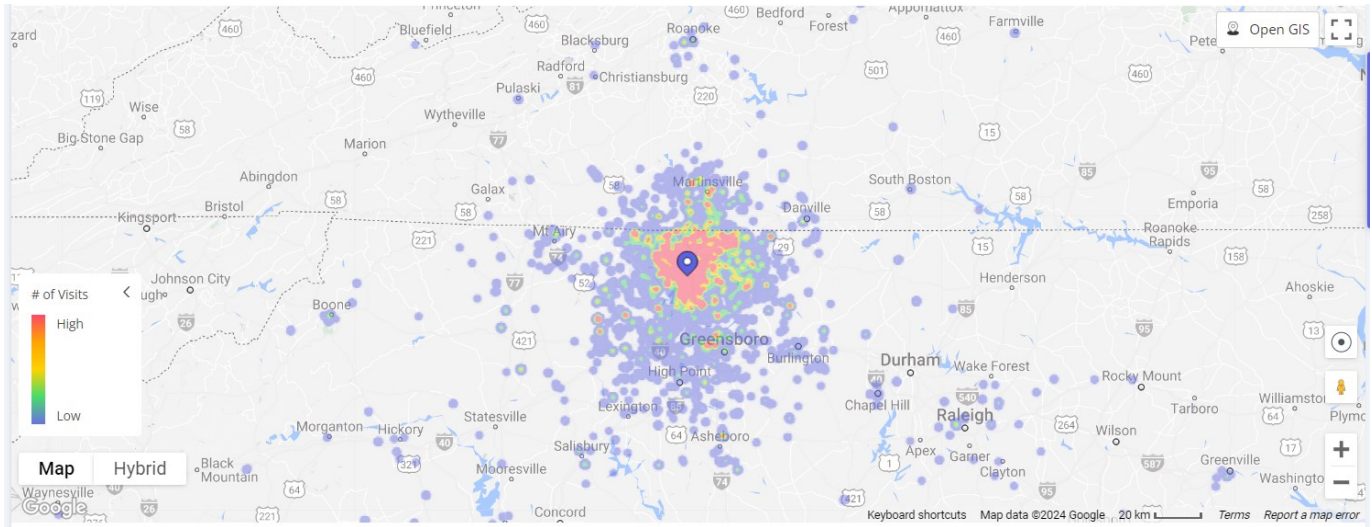
Visit Duration: 103 minutes is the average stay; 58 minutes is the median stay.



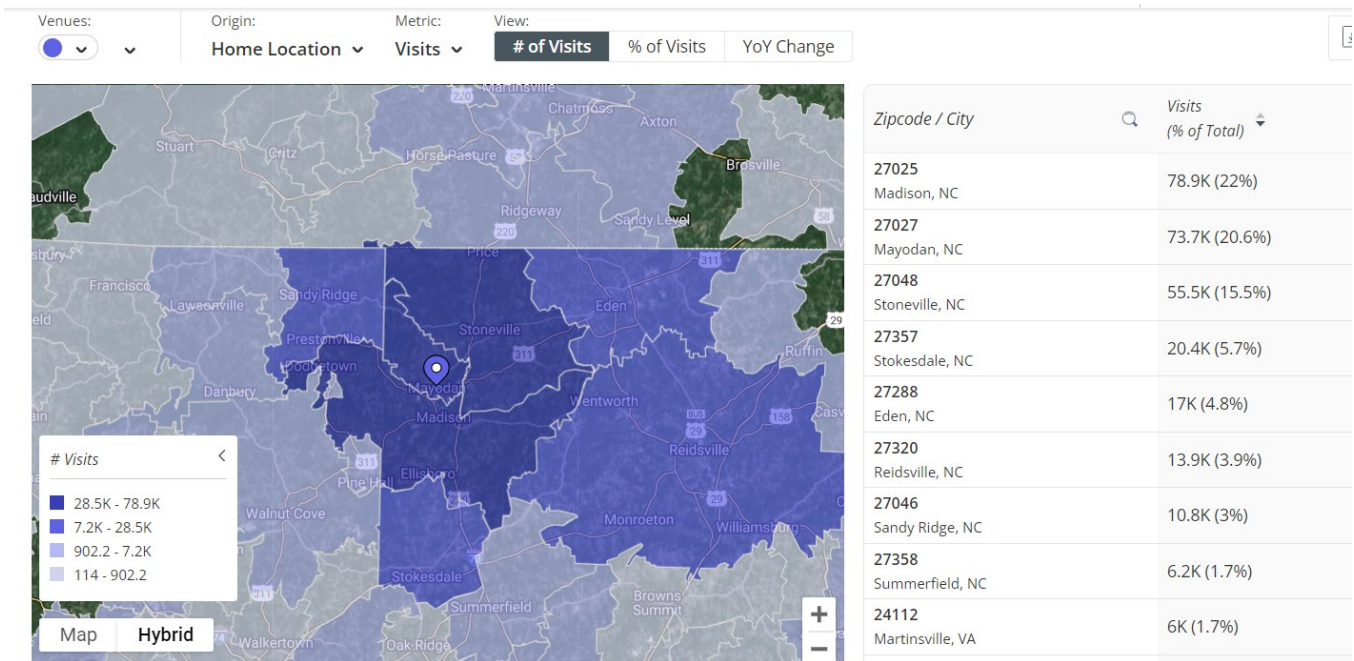
Audience Profile: Where 70% of Downtown Mayodan visitors originate.





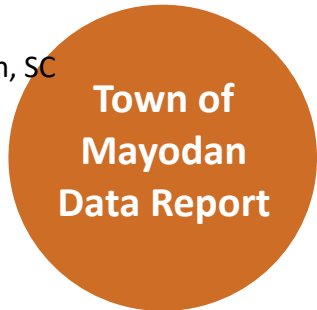


Downtown Mayodan Trade Area: The scope of the downtown visitors.

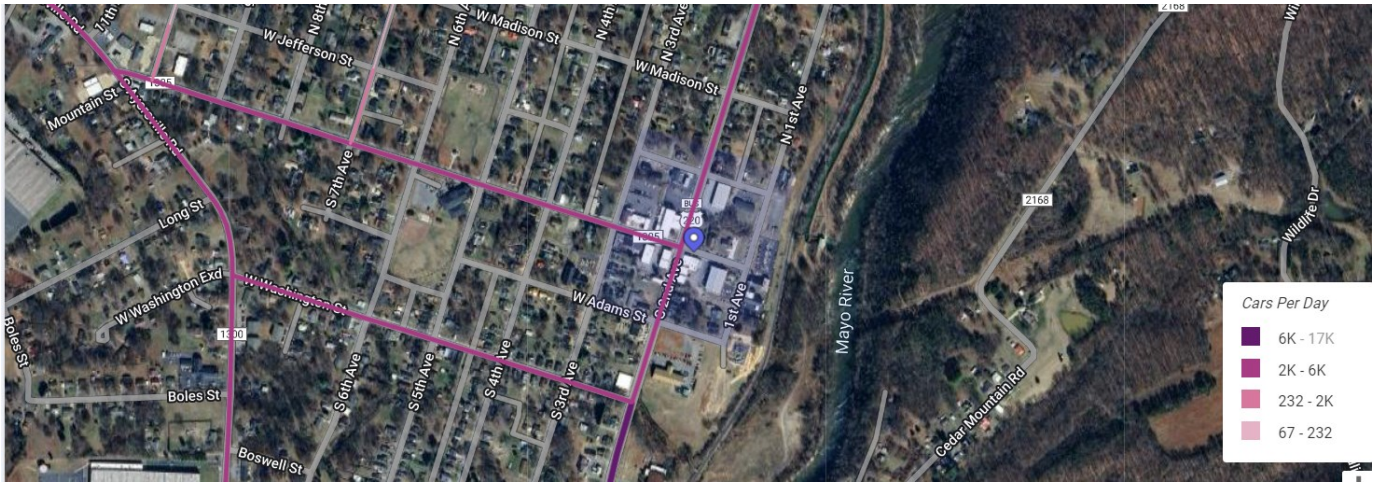


**Zip Code Analysis:**

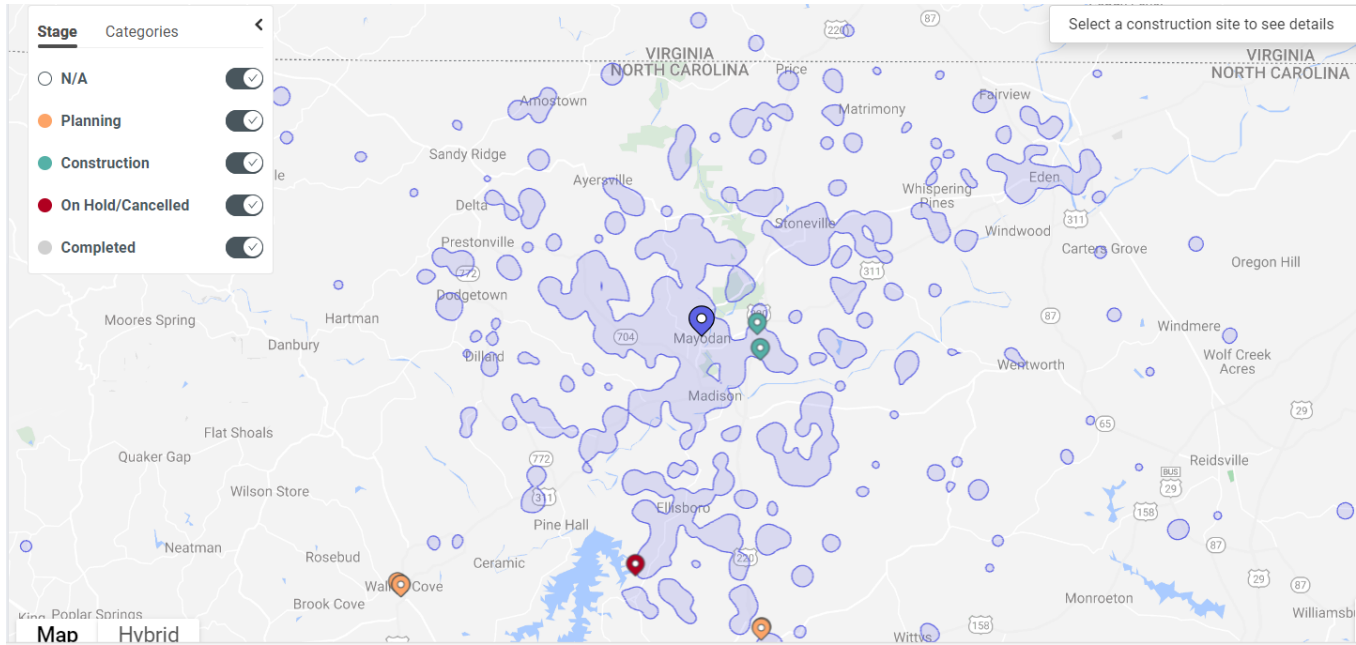
- 27025 Madison (22%)
- 27027 Mayodan (20.6%)
- 27048 Stoneville (15.5%)
- 27357 Stokesdale (5.7%)
- 27288 Eden (4.8%)
- 27320 Reidsville (3.9%)
- 27046 Sandy Ridge (3.0%)
- 27358 Summerfield (1.7%)
- 24112 Martinsville, VA (1.7%)
- 27052 Walnut Cove (1.6%)
- 24148 Ridgeway, VA (1.3%)
- 27022 Lawsonville (1.0%)
- 27040 Pfafftown (0.9%)
- 27410 Greensboro (0.8%)
- 27042 Pine Hall (0.8%)
- 27455 Greensboro (0.8%)
- 46143 Greenwood, IN (0.7%)
- 27284 Kernersville (0.5%)
- 24089 Fieldale, VA (0.5%)
- 27326 Ruffin (0.5%)
- 20190 Reston, VA (0.4%)
- 27021 King (0.3%)
- 27045 Rural Hall (0.3%)
- 87107 Albuquerque, NM (0.3%)
- 29577 Myrtle Beach, SC (0.3%)



- 13.2% of visitors are from less than 1 mile.
- 20.09% of visitors travel fewer than 2 miles.
- 25.62% of visitors travel fewer than 3 miles.
- 42.01% of visitors travel fewer than 5 miles.
- 55.59% of visitors travel fewer than 7 miles.
- 68.33% of visitors travel fewer than 10 miles.
- 92.04% of visitors travel fewer than 30 miles.



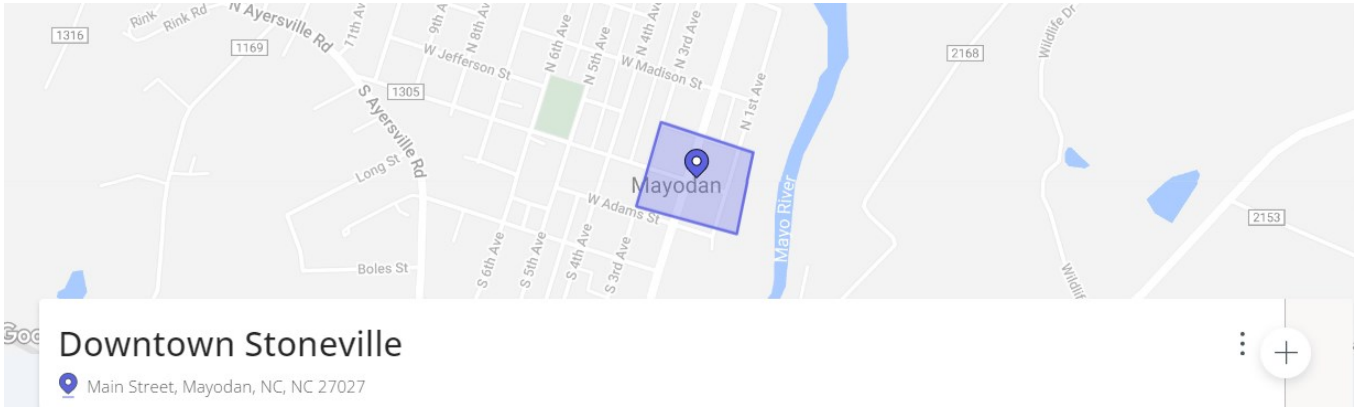
Downtown traffic volumes



Planned development in Mayodan and the surrounding areas.



## Downtown Stoneville Placer.ai Analysis June of 2024



### Metrics



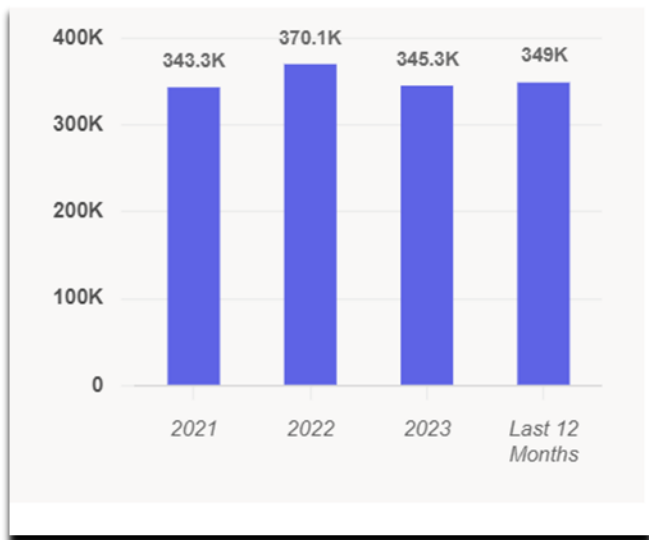
Property:

[Downtown Stoneville / Main S...](#)



Visits	349K	Panel Visits	20.4K
Visitors	57.9K	Visits YoY	-4.6%
Visit Frequency	6.03	Visits Yo2Y	-0.9%
Avg. Dwell Time	99 min	Visits Yo3Y	+8.9%

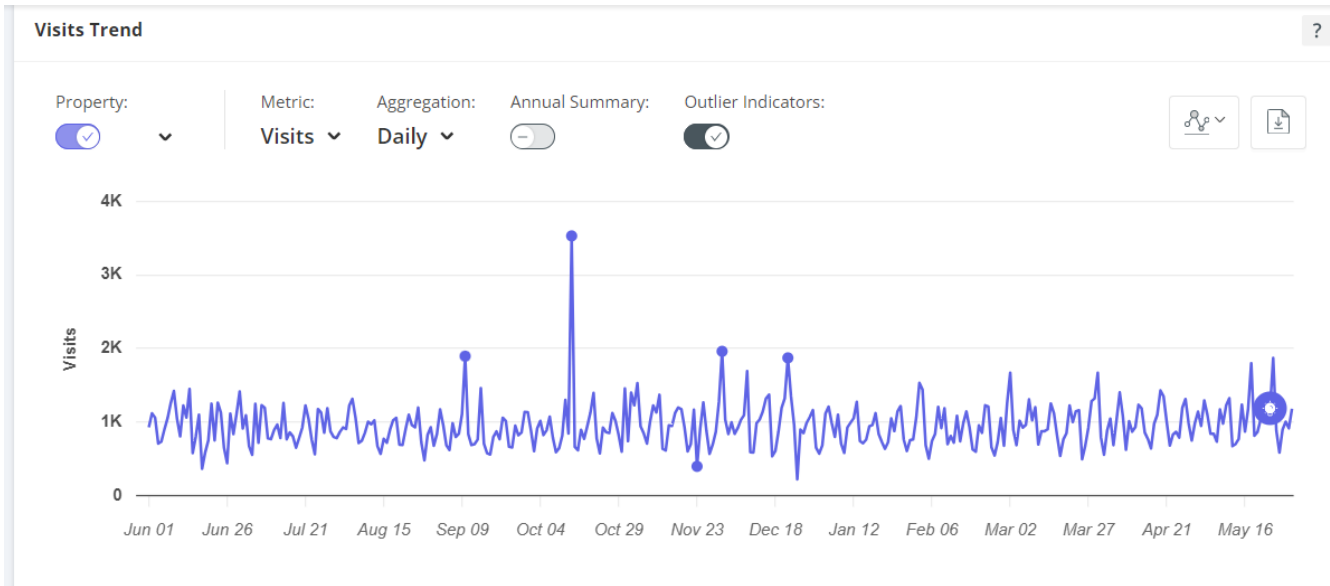
57,900 unique visitors an average of 6.03 times annually for a total of 349,000 total visitors.



Annual visitors from 2021-2023 and a rolling last 12-months.

**Town of  
Stoneville  
Data Report**





**Saturday, October 14, 2023**

3,530 visitors  
149% vs 2022 (1,420)

**Friday, December 1, 2023**

1,960 visitors  
-35% vs 2022 (3,010)

**Saturday, December 2, 2023**

1,030 visitors  
-27% vs 2022 (1,420)

**Saturday, September 30, 2023**

1,140 visitors  
+9% vs 2022 (1,040)

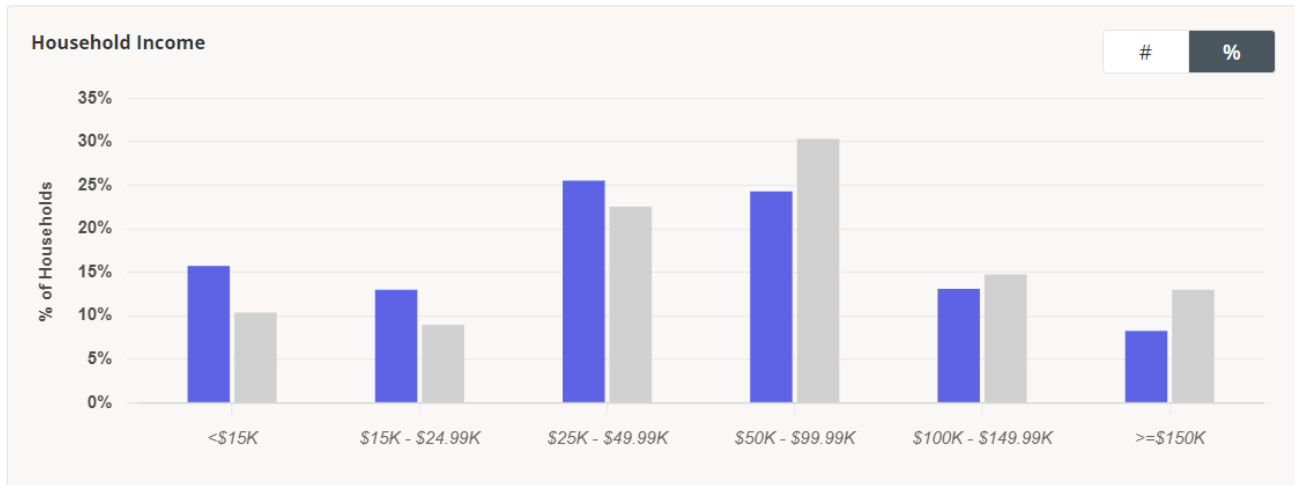
**Audience Overview**

Property: [Off] Dataset: Census 2021 View: Potential Market Compare to: North Carolina

Property	Median Household Income	Bachelor's Degree or Higher	Median Age	Most Common Ethnicity	Persons per Household
Downtown Ston... Main Street, Mayod...	\$45.8K	27.1%	42.5	White (69.9%)	2.51
North Carolina	\$60.5K	33.0%	38.2	White (62.1%)	2.57

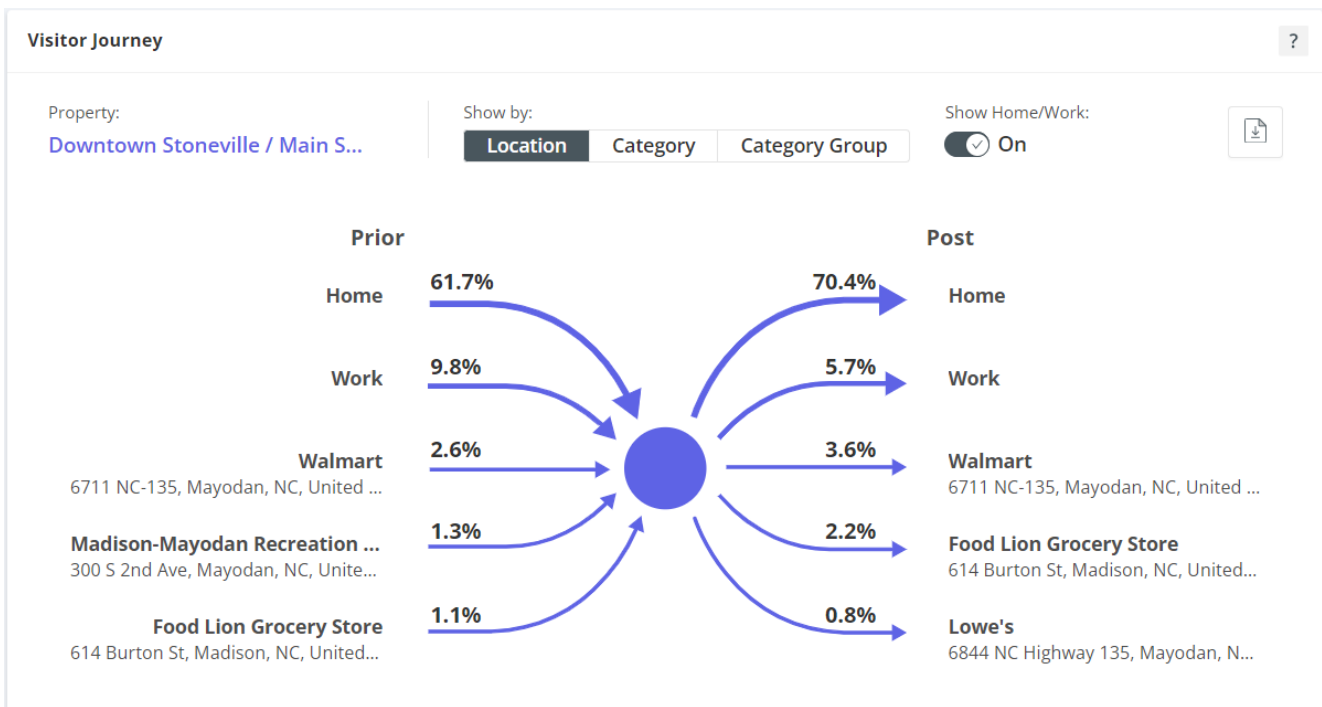
\$45,800 median household income  
27.1% of visitors have a bachelor's degree or higher.  
42.5 median age  
69.9% white  
2.51 persons per household





\*Demographics are based on a True Trade Area capturing 70% of visits | Data source: Census 2021

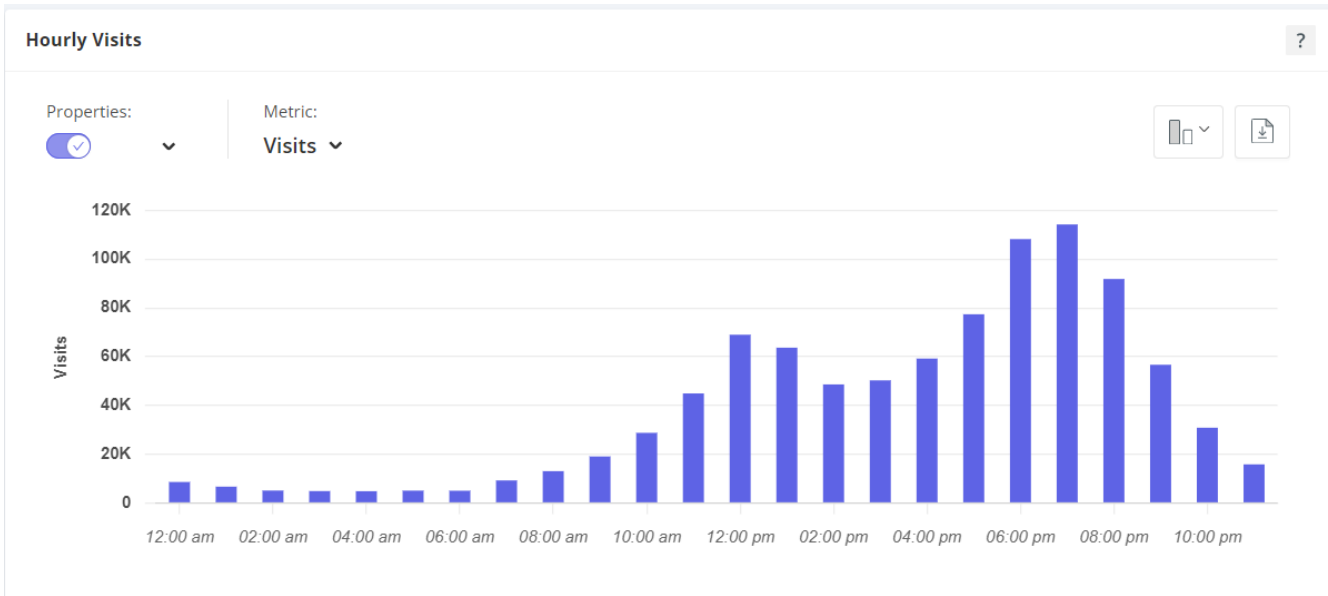
Highest income level: \$50,000-\$99,999.



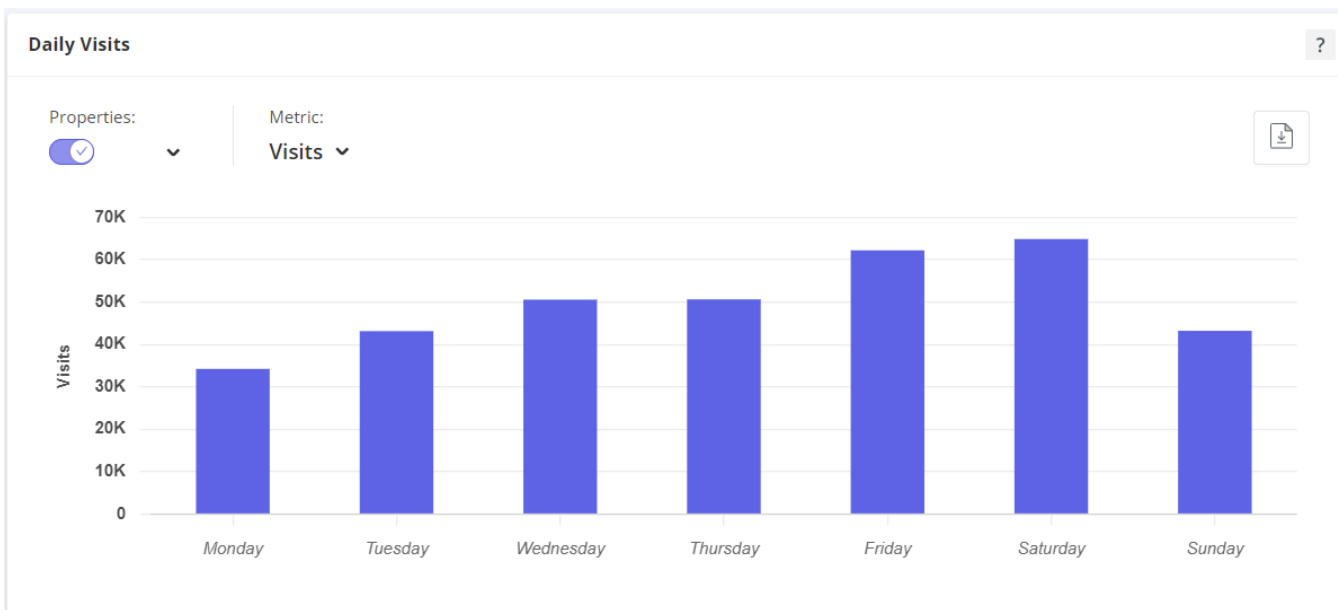
Visitor journey: Where visitors come from and go after visiting downtown.





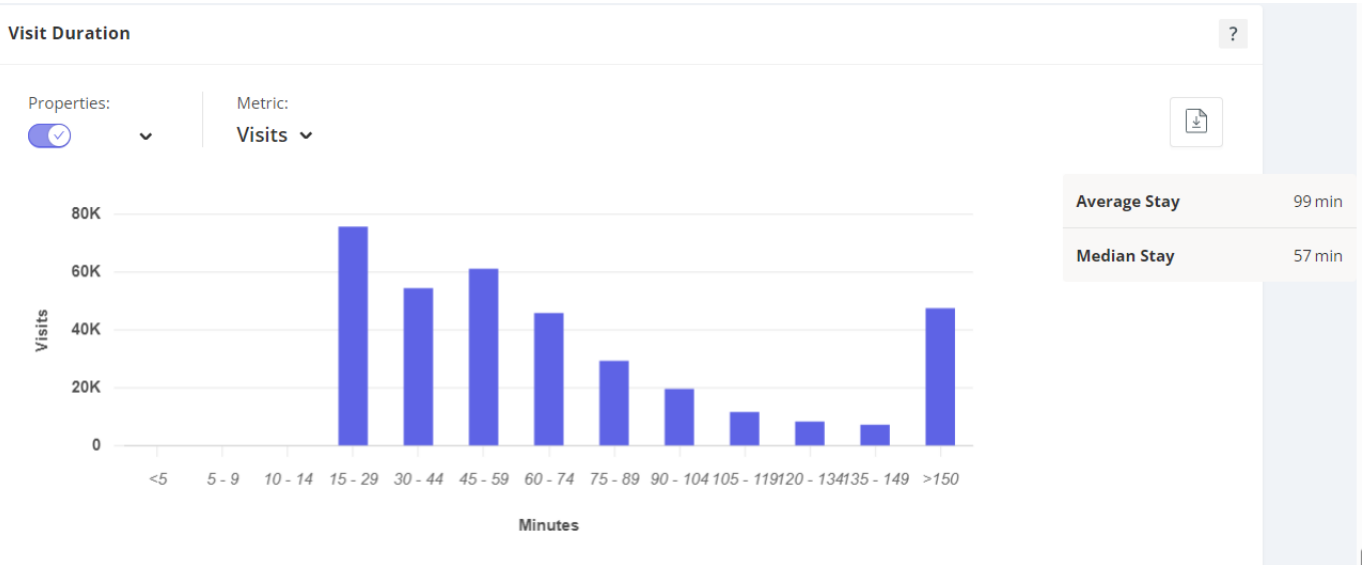


Hourly visits: Data shows retailers and restaurants should consider 11:00am-8:00pm to capture downtown visitors.

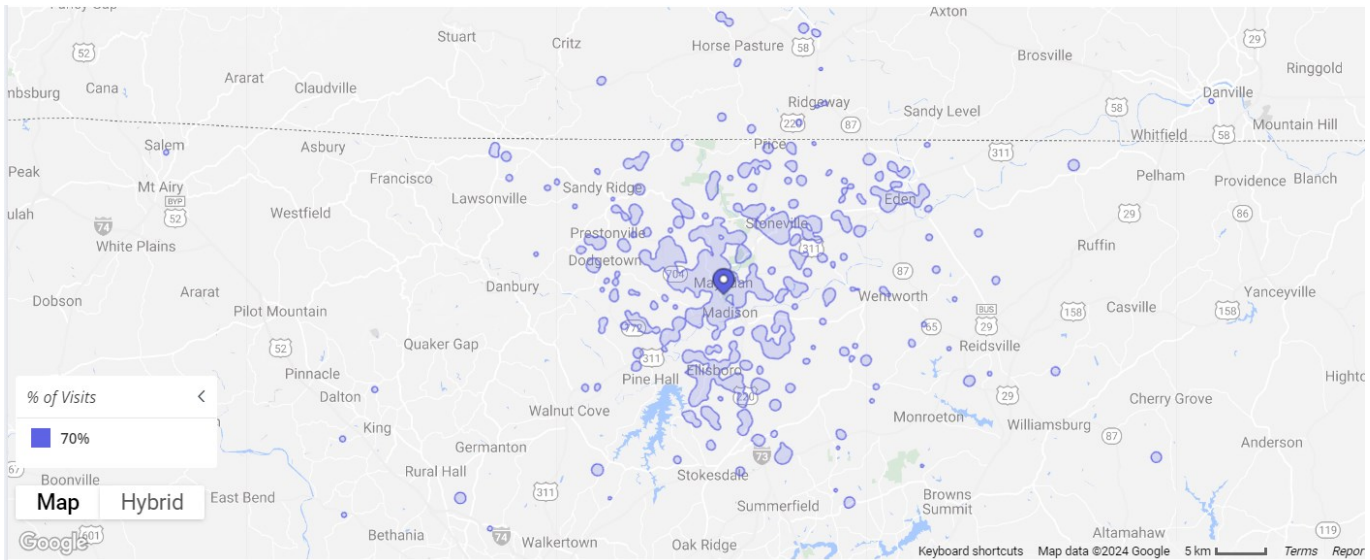


Daily visits: Data confirms Friday and Saturday as the busiest days downtown and the benefit of remaining open a full day on Saturday.



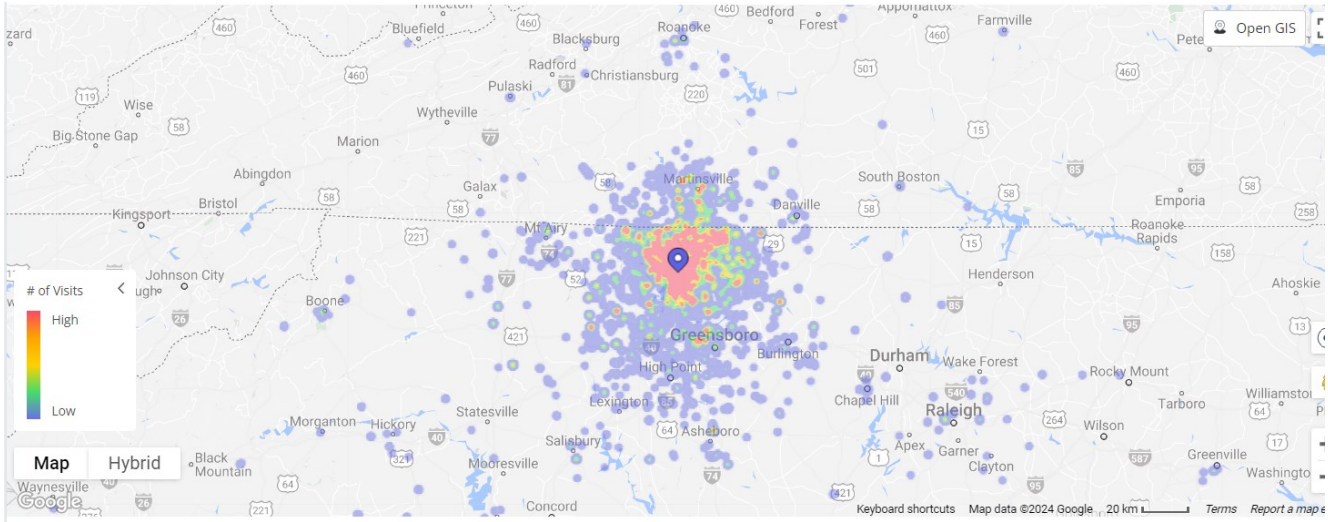


Visit Duration: 99 minutes is the average stay.  
57 minutes is the median stay.

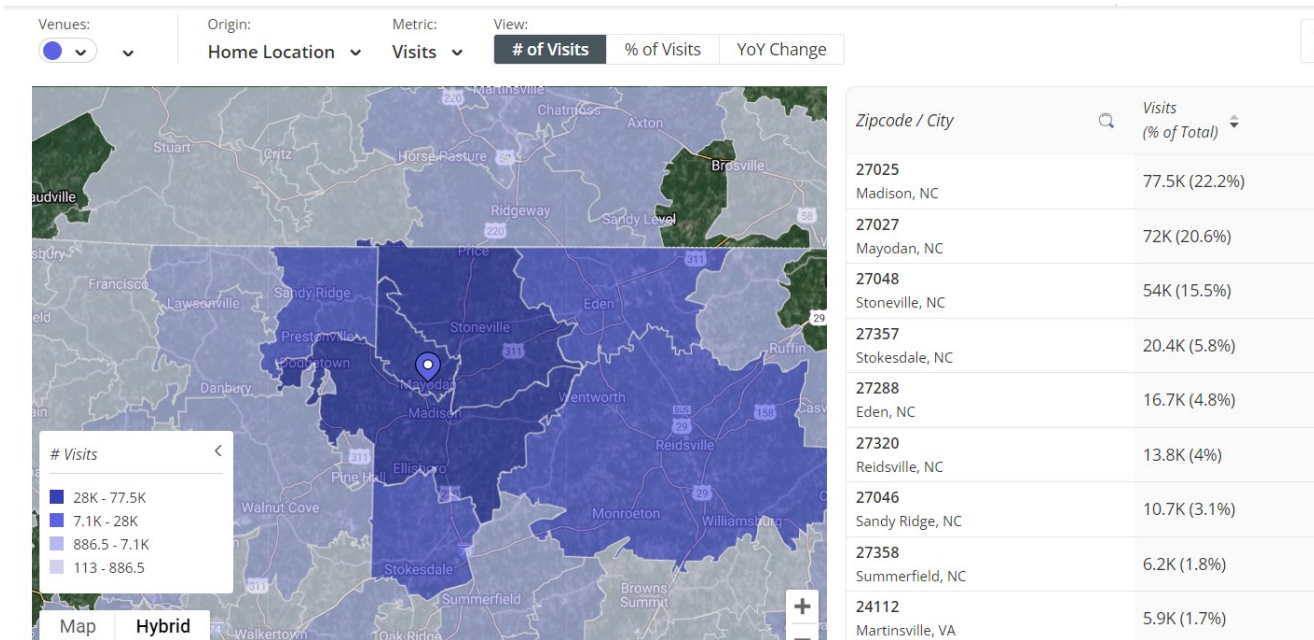


70% of Downtown Stoneville comes from the indicated areas.





Trade Area: Where all Downtown Stoneville visitors originate.



Visitors by Zip Code:

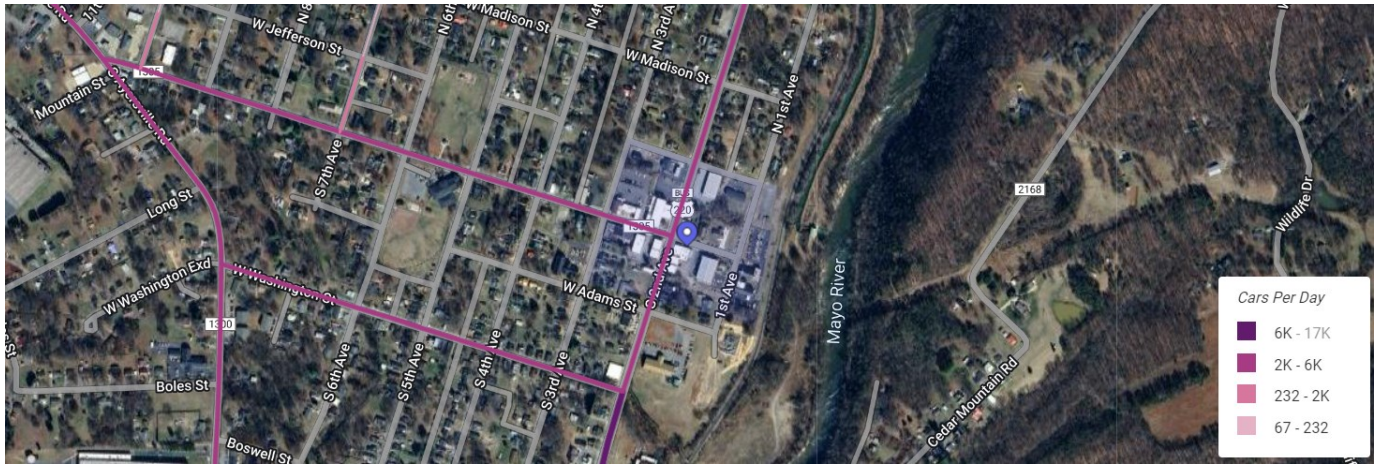
- 27025 Madison (22.2%)
- 27027 Mayodan (20.6%)
- 27048 Stoneville (15.5%)
- 27357 Stokesdale (5.8%)
- 27288 Eden (4.8%)
- 27320 Reidsville (4.0%)
- 27046 Sandy Ridge (3.1%)
- 27358 Summerfield (1.8%)
- 24112 Martinsville (1.7%)
- 27052 Walnut Cove (1.7%)
- 24248 Ridgeway, VA (1.3%)
- 27022 Lawsonville (1.1%)
- 27410 Greensboro (0.8%)
- 27455 Greensboro (0.8%)
- 46143 Greenwood, IN (0.7%)
- 27042 Pine Hall (0.6%)
- 27284 Kernersville (0.5%)
- 24089 Fieldale, VA (0.5%)
- 27326 Ruffin (0.5%)
- 20190 Reston, VA (0.5%)
- 27021 King, NC (0.3%)
- 27040 Pfafftown (0.3%)
- 27045 Rural Hall (0.3%)
- 87107 Albuquerque, NM (0.3%)
- 29577 Myrtle Beach, SC (0.3%)
- 27244 Elon (0.3%)
- 27016 Danbury (0.3%)



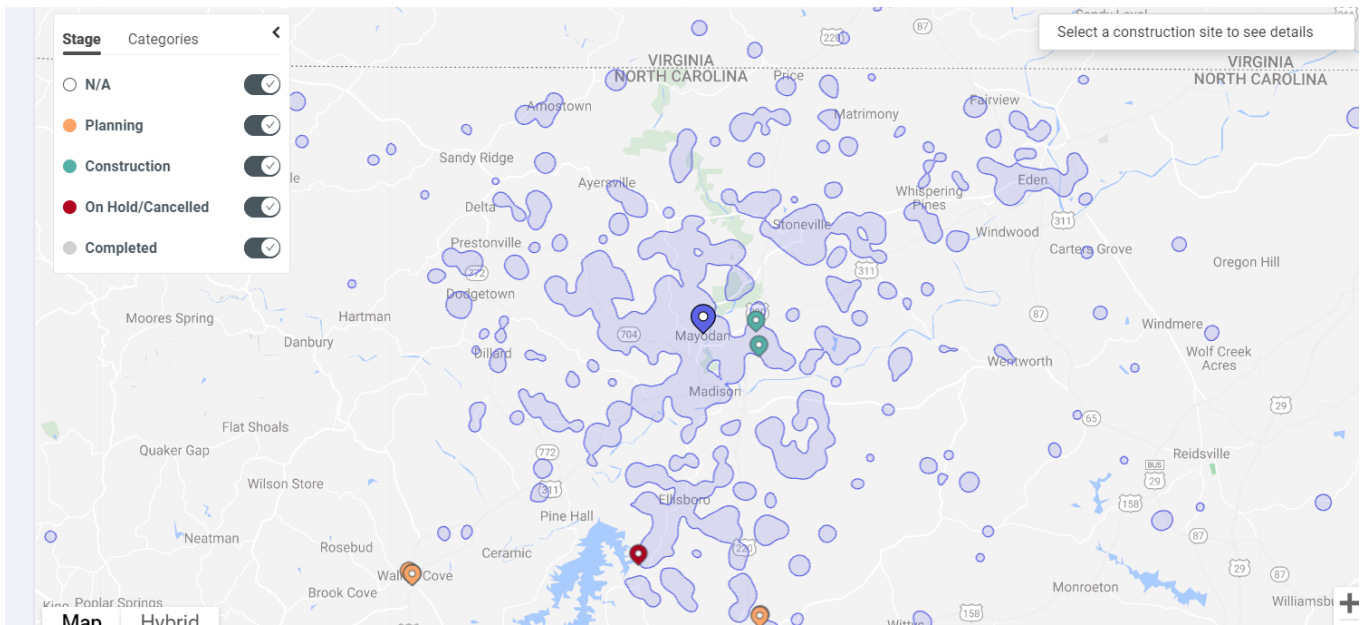


### Trade Area Coverage by Distance

- 13.6% of visitors come from less than 1 mile away.
- 20.5% of visitors come from fewer than 2 miles away.
- 25.65% of visitors come from fewer than 3 miles away.
- 41.53% of visitors come from fewer than 5 miles away.
- 55.63% of visitors come from fewer than 7 miles away.
- 68.48% of visitors come from fewer than 10 miles away.
- 91.97% of visitors come from fewer than 30 miles away.



Downtown traffic volumes.



Area Planned Development in the Stoneville and surrounding areas.



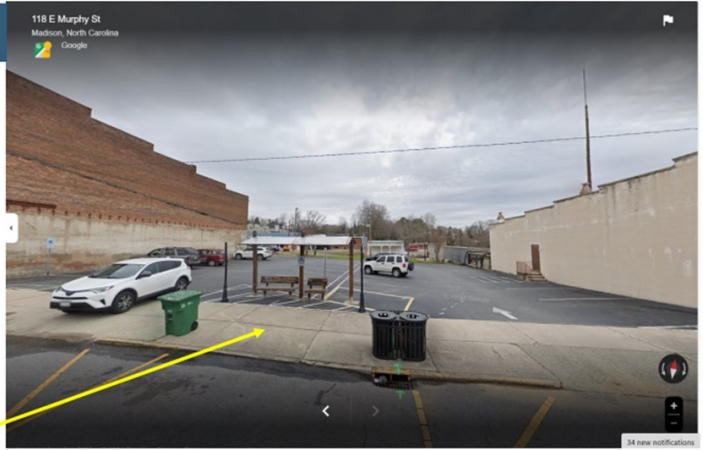


# Appendix 4: Downtown Project Vision Boards

## Downtown Madison Pocket Park Concept

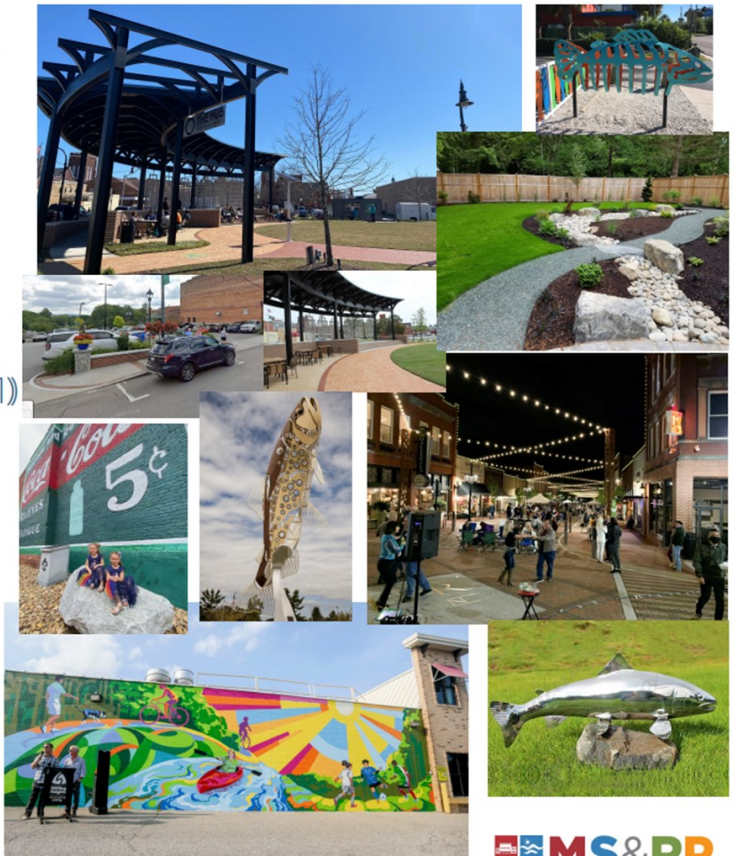


THE LOCAL LOG PERCH PARK  
POCKET PERFORMANCE PARK,  
OUTDOOR & ARTS-CENTERED  
MULTI-PURPOSE EVENT SPACE



## THE LOCAL LOG PERCH PARK PROPOSED IMPROVEMENTS

- STREETScape IMPROVEMENTS
- ACCESSIBILITY IMPROVEMENTS
- MULTI-PURPOSE STAGE STRUCTURE  
(LIVE PERFORMANCES, FARMERS MARKET, EVENTS, PUBLIC RESTROOM)
- ADDITIONAL SEATING, PUBLIC GATHERING/CELEBRATION AREAS
- LANDSCAPING EVOKING CONNECTIONS TO THE DAN RIVER/  
SHADE TREES
- OUTDOOR-CENTRIC PUBLIC ART:  
MURALS, SCULPTURE
- LIGHTING





# Stoneville Downtown Pocket Park

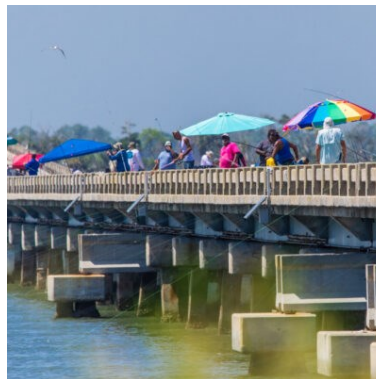
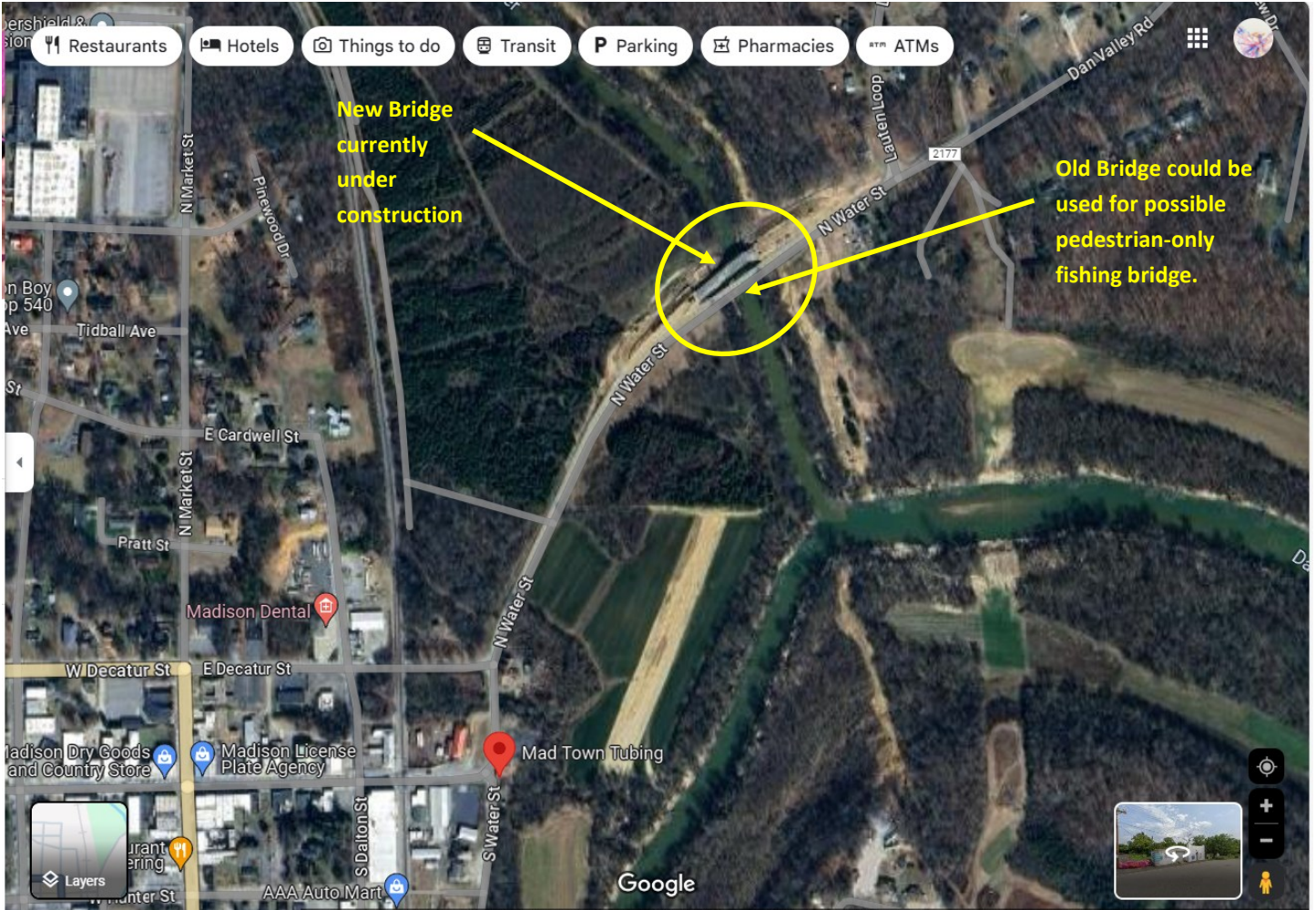


# Mayodan Downtown Alley Project





# Appendix 5: Vision Board Fishing Bridge at N. Water St.



Western Rockingham County

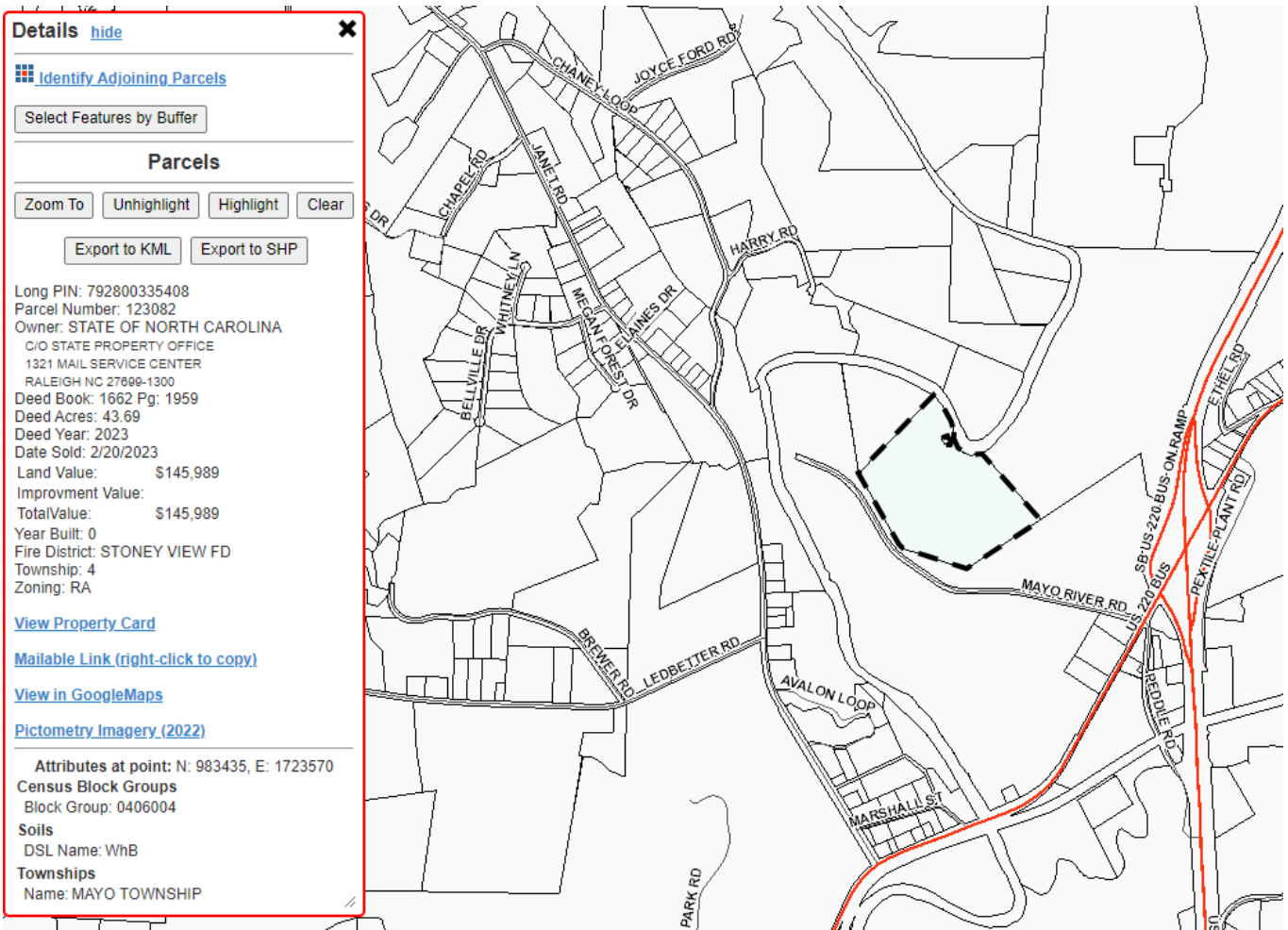
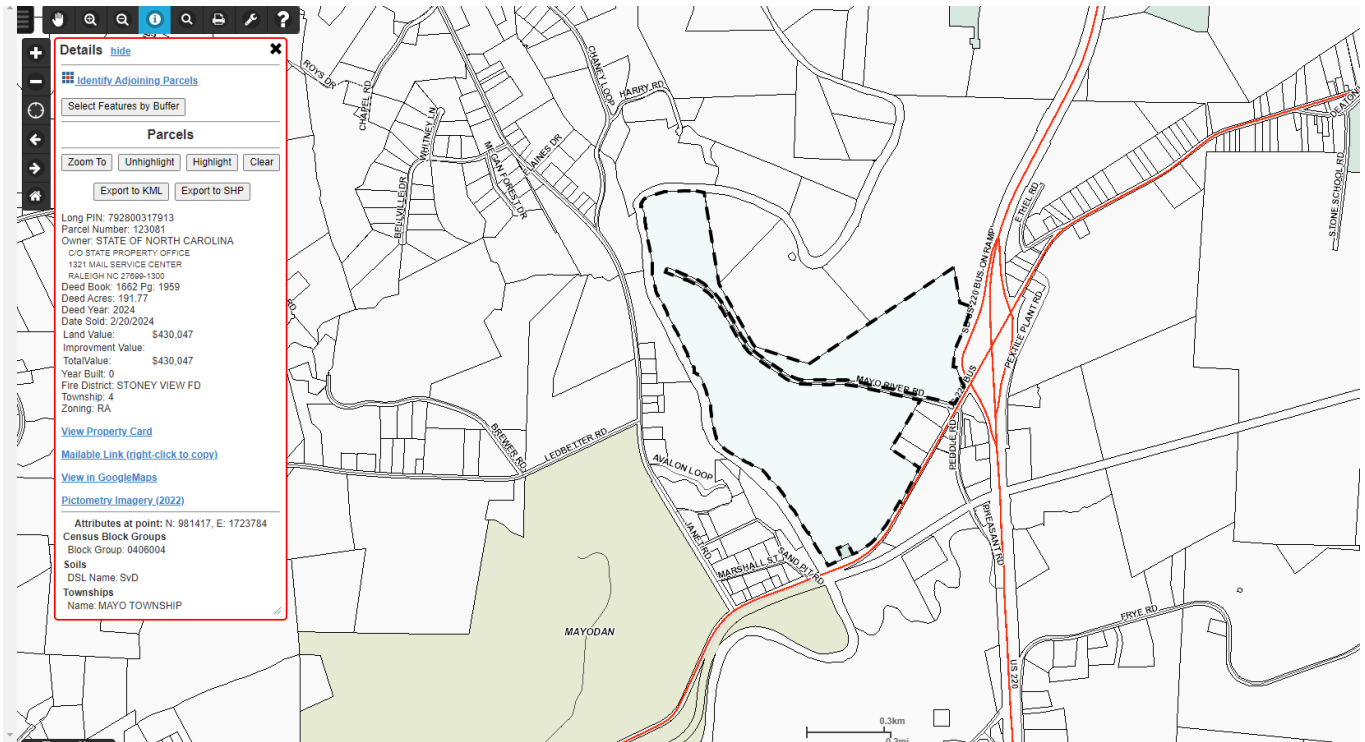


# Appendix 6: Vision Board Washington Mills Redevelopment





# Appendix 7: Possible Locations for Mayo River State Park Visitor Center/Gift Shop/Outdoor Economy Office



## Appendix 8: NC Main Street & Rural Planning Center Resource and Funding Guide

[Download the Resource and Funding Guide Linked Here](#)



## Endnotes

U.S. Department of Commerce, Bureau of Economic Analysis. Outdoor Recreation Satellite Account, U.S. and States, 2022. <https://www.bea.gov/data/special-topics/outdoor-recreation>

Outdoor Industry Association. 2022 Outdoor Participation Trends Report. <https://outdoorindustry.org/resource/2022-outdoor-participation-trends-report/>

The Citizen-Times. North Carolina outdoor recreation is a \$28 billion industry, poised for further growth. October 11<sup>th</sup>, 2019. <https://www.citizen-times.com/story/news/2019/10/11/outdoor-economy-conference-asheville-highlights-28-billion-industry/3923846002/>

Headwaters Economics. Recreation Counties Attracting New Residents and Higher Incomes. <https://headwaterseconomics.org/economic-development/trends-performance/recreation-counties-attract/>

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