

**Buncombe County Strategic Planning
Community Input Session – Vibrant Economy
10/23/2019**

Theme	Employment, Economic Development & Partnerships
<p>What would success look like?</p>	<ul style="list-style-type: none"> • Developing small workshop incubators to help with professional growth and performance. • Determined who lives here – retirees, millennials, young people – what jobs and where money is being spent and integrated tourism. • Reinstate a public access media center for small business startups and highlighting other businesses and events in the local area. • Low unemployment rate maintained • Higher median incomes especially minorities • Lots of cottage industries – range of jobs • Help retiring business owners with succession planning. Keep these businesses rooted in our community. Help them sell to their employees via ESOP or Coop strategies that expand opportunities for ownership and equity for workers. See www.project-equity.org – they have study on Western North Carolina. Employee ownerships doesn't only increase median income, it build wealth and closes the gap. • Incentivize and support locally-owned businesses. Build stronger partnerships with businesses alliances including Asheville Grown, AIR, ASAP, Just Economics, Green Opportunities, Mountain BizWorks • Find more economic leakage based on existing successful industry. Help business alliances get the word out. • One of economic growth in small businesses • Sharing of local resources and information • Finding rapid ways to stay relevant while growing • Linkages between city and county • County government recognizes the city has great impact on the county's economy. • Success would not stop at county boarder • Tourism integrated into larger economy • County-funded contribution to infrastructure for tourist industry (parking, park & ride) • Enhanced quality of life to attract businesses (sports facilities, arts and entertainment, public education, law enforcement/emergency services) • Ready built sites for industry • Growth of airport • Expand north, east and west (Swannanoa, Candler, Weaverville) • Success must not be limited to economic growth. Success must include happy and health lives in an environment where wealth is distributed throughout the community. • Success would include an economy that relies most on local exchanges cutting down on outside disturbances while sheltering the environment.

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	<ul style="list-style-type: none"> • Success would include protection of our local economy and environment by regulating and informing tourist of where they are and what they are experiencing. • Success would include an understanding that it is not the county's responsibility to provide incentive for unmanaged growth.
<p>Goals with greatest impact</p>	<ul style="list-style-type: none"> • Business Incubators sponsored by county. • Jobs throughout county not just Asheville. • County support for multiple business incubators – space, equipment, funding • More focus on partnership with the city with the county taking more of a leadership role. • We need you to be partnering with the city in developing a LUIG (Land Use Incentive Grant) like program. We are refining the tool to be easier to use but our resources are limited; we need your portion of the prop tax abated/rebated too if we really want to make a difference in housing supply and affordability. • Invest in downtown. If you want sustainability, whether environmentally, socially or fiscally...you need an incredible, strong, vibrant, bustling downtown. Downtown needs an updated master plan, design guidelines, and VDO. You should match the city on its funding to do so. Same for riverfront area. We can partner the two with your help. • Economies based on local distribution and productivity with tourism as a second or third priority. • Stop urban sprawl. • County pursue business outside of tourism/outdoor • Please evaluate how much revenue comes to the county from downtown. If you haven't, you will be surprised and perhaps invest more into it. • Join in efforts to create a canopy/forestry plan for the region, city and downtown. • Do not extend water and sewer lines to rural areas or steep slope. • Allow for free enterprise • Look to free enterprise • Continue with planning sessions, spaces to be a part of the preparation of the city growth, and what will benefit the native or locals as a whole in this county. • Attract both "soft" (desk job) and "hard" (manufacturing) companies • Industries could be brought into fit our county as far as nature, climate, outdoor opportunities. • New and diverse business could be pursued and then people educated to do those jobs. I'm thinking of businesses outside of tourism and outdoor business. • County offer more public input • Recognizing the possibility of a quickly changing environment, politic, social and environmental and acting with political, social economic and environmental justice in mind.

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Theme	Transportation
What would success look like?	<ul style="list-style-type: none"> • Later transportation • Older population can still work part time or volunteer at work places by using public transportation. • Public transportation is available to high/middle schools key residential areas outside the city limits.
Goals with greatest impact	<ul style="list-style-type: none"> • We need you to participate in funding transit ASAP, not only in helping with the TMP, but also in ordinances that support dense, multimodal, mixed use developments. Add the sales tax that can be solely for transit. • Transportation is huge! • Develop road system to accommodate transportation of products to/from the area, and to expedite access to/from the airport and nearby cities (including TN and SC) • Countywide transportation with later hours • Countywide, useful transportation system extensive enough to capture riders and thick enough to be used. Goals to reduce automobile use and get people to and from work. Collapse the public school bus system into this. • Please add your support to the Bus to Rail initiative, allowing our community to gain access to alt transportation to other regions.
Theme	Housing
What would success look like?	<ul style="list-style-type: none"> • Ensure that all housing developments have 30% allotment for existing and new housing • Safe affordable housing for middle to upper middle class. • Workforce affordable housing is available, of good quality, convenient, and truly acceptable for poor, lower middle class people who are young students and growing in their careers. • Many housing choices for residents other than living in oversized single-family homes far away from urban centers. • Love the Mountain Community Capital Fund! Could we build this and utilize some of it assist employees becoming owners? There is a great model in CA called Quality Jobs Fund. • Preservation of historic properties is a priority and that history is respected.
Goals with greatest impact	<ul style="list-style-type: none"> • We need you to reign in Airbnb/STVRs in the county. They now represent 1/3 of all overnight stays, coming in over 1,000,000 nights in 2018. This is removing housing at a rate exponentially higher than we can build it, while also experiencing a shortage of 5,000 units. • We need help with educating property owners on accepting housing vouchers. AHA has funds to place 300 more families and there are no units. We need to strategize ways to remove stigmas and prevent new construction from not accepting vouchers (TIP – write it into LUIG). Ideas I like include funding orgs like GO! To weatherize units of landlords that accept vouchers (Natalie Bailey idea), funding insurance policies that protect homeowners/landlords from damages, loss of rents, etc. • Allow for density/small houses • Elderly facility combined with childcare
Theme	Taxes

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What would success look like?	<ul style="list-style-type: none"> • Determining who lives here using the census to what jobs are necessary and where people are spending their money.
Goals with greatest impact	<ul style="list-style-type: none"> • Please help us get the state to return to reporting retail taxes by zip code. They stopped in 2009 and halted data collection and analysis that shows us how important urban centers are to the region and to fiscal sustainability. • We need your support (Commissioners) on reigning in tourism tax dollars. No one is saying kill it – shoot – yes, to be more in line with the state “guidelines”. Other communities can spend a greater % on local needs and can spend on needs that are not bricks/mortar/capital. Help us get to 70/30, 60/40, 50/50 and to redefine “capital projects”. This is our chance; we won’t get the CVB/TDA back at this nimble stage for 10 years. Grab the chance while they’re undergoing their planning. • Lower taxes • Lower taxes and make it profitable for people to start businesses
Theme	Criminal Justice
What would success look like?	
Goals with greatest impact	<ul style="list-style-type: none"> • Support for families of incarcerated individuals • Focus on criminal justice reform. Is it profit motivated or to stop recidivism rates? Drugs are from underlying emotional defects from childhood traumas. Support of treatment centers.
Theme	Equity
What would success look like?	<ul style="list-style-type: none"> • We would not be on the bottom for African American communities in state and nation
Goals with greatest impact	<ul style="list-style-type: none"> • Use an equity lens • Use EQUITY as the primary goal!
Theme	Community Support
What would success look like?	<ul style="list-style-type: none"> • Role model for other communities. • Don’t ask what we can do for you; what you do for us? <ul style="list-style-type: none"> ○ Giving people back the community • Magnet for many people • Would be the beacon for sharing other communities for how it’s done • Safe places of strategic planning and action planning • Put a theme park around the airport area • Producer of foods to ship out. • Focus on Buncombe being a hub to vacation sports. Using Buncombe as center point; launch-point for going to different areas (Gatlinburg, Carowinds, Ocean, Mountains, Cities) • Not begging and spending time and money for industry by giving away too many incentives (stop corporate welfare). If business wants to be here, let

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	<p>the marketplace play out. Do not create artificial government giveaways to influence business decisions.</p> <ul style="list-style-type: none"> • Community access center – info • List-serve for County activities • Community Trust: livestream more meetings/public sessions. Provide Spanish translation when possible. • Offer mental health counseling for all inmates incarcerated in the jail. • BCTV needs to focus on government programming and not winning awards. • “Starving artists” is not a cliché - having an area for artists to display and sell their work
Goals with greatest impact	<ul style="list-style-type: none"> • Access for home-bound residents • Support drug treatment centers • Community media center for small business startups. Highlight local business and events for those who are house bound. Encouraging transparency in local government. Varied community involvement to dispel separation of race, religion, sexual orientation.
Theme	Education
What would success look like?	<ul style="list-style-type: none"> • Early childhood education • Education access equal rights to access higher educational opportunity. • Expand vocational training based on successful existing industry and start early in public schools. Do Buncombe County Schools have a program like In Real Life? Could be a good model. • Opportunity/achievement gap in both schools systems eliminated. • All young children and their families who seek and need quality child care and Pre-K can access it at an affordable price. • Quality, affordable higher ed training with early childhood (training facility) • 24/7/365 county operated child care • Opportunity gap
Goals with greatest impact	<ul style="list-style-type: none"> • Educational relevancy to change and growing world. • There could be educational opportunities to fit the needs of these businesses • More education related to jobs