

**TOWN OF JONESVILLE  
FISCAL YEAR 2025-2026  
ANNUAL BUDGET**



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## **ANNUAL BUDGET TOWN OF JONESVILLE FISCAL YEAR BEGINNING JULY 1, 2025**

Recommended to the Town Council by the Interim Town Manager ..... May 12, 2025  
Adoption by the Town Council scheduled for ..... June 9, 2025

### **JONESVILLE TOWN COUNCIL**

The Town Council is a six-member board and is the official legislative and policy-making body of the Town of Jonesville. The Mayor, Anita Darnell, is the presiding officer of the Council and serves as the official and ceremonial head of the Town.

The Mayor and Council Members are duly elected by the residents of the Town and serve a four-year term. All members are elected at large on a non-partisan basis. Regular scheduled monthly meetings are held by the Town Council on the second Monday of each month. All scheduled meetings are listed on the Town's website including any change of dates, cancellations, special or emergency meetings. All Council meetings and work sessions held are open to the public.

The Honorable Anita Darnell, Mayor  
The Honorable Andy Green, Mayor Pro-Tempore  
The Honorable Tracy Wall                      The Honorable Regina Adkins  
The Honorable Michael Tilley                The Honorable Scott Darnell



## EXECUTIVE STAFF

Wenona C. Thompson ..... Interim Town Manager/Finance Officer  
Scotty Vestal ..... Police Chief  
Adam Darnell ..... Water Plant Supervisor  
Josh Matthews ..... Distribution ORC

## BUDGET STAFF

Deanna Lundy ..... Utilities Clerk  
Tiffany Hall-Long ..... Town Clerk  
Tasha Ferguson ..... Office Manager

## MISSION STATEMENT

It is the goal of the Town of Jonesville to provide professional delivery of public services to all residents and citizens, and be good stewards of public resources all while enhancing the quality of life in the Town of Jonesville, Yadkin County and North Carolina.



## **TOWN BOARDS**

### ***Jonesville Tourism Authority Board***

Anita Darnell, Chair – Riverview Holdings, LLC, Jonesville  
Regina Adkins, Board Member – Hampton Inn, Jonesville  
Parth Patel, Board Member – Hamilton Inn, Jonesville  
David Moxley, Board Member – Yadkin County  
Toby Butcher, Board Member – Yadkin County  
Andi Robertson, Board Member – First National Bank, Jonesville

### ***Jonesville Planning Board Jonesville Board of Adjustments***

Doug Chappell, Chairman  
Toby Butcher, Vice-Chair  
Jeff Blackburn, Board Member  
Scott Jackson, Board Member  
Mary Perez, Board Member  
Scott Jackson, Board Member  
Heather Tilley, Board Member

### ***Appointed Positions***

Wenona C. Thompson, Interim Town Manager\*/Finance Officer  
James Freeman, Town Attorney\*  
Scotty W. Vestal, Chief of Police  
Tiffany Hall-Long, Town Clerk  
Jennifer M. Stanley, Tax Collector

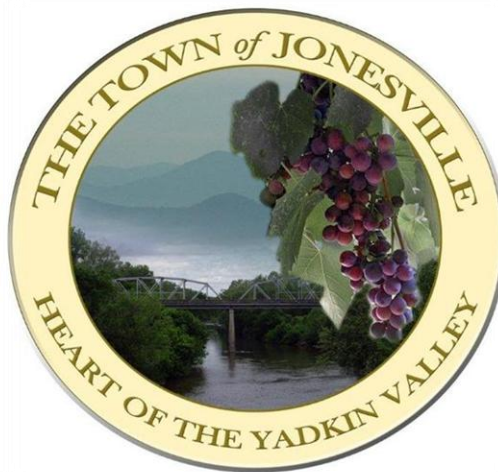
\*Appointed By Town Council



# JONESVILLE

## NORTH CAROLINA

### BUDGET MESSAGE FISCAL YEAR 2025 – 2026





May 12, 2025

The Honorable Mayor, Town Council and Citizens of the Town of Jonesville,

In accordance with the North Carolina Local Government Budget and Fiscal Control Act, I am honored by the opportunity to present for your review and consideration the Recommended Budget for the Town of Jonesville for the fiscal year beginning July 1, 2025 and ending June 30, 2026. The Recommended Budget includes adequate resources to continue essential core services and focuses on employee retention, success planning, public safety, water quality and meeting the needs of the community.

### ***GENERAL OVERVIEW***

Our town, Jonesville, is situated in the foothills of North Carolina and is known to be the Heart of the Yadkin Valley. In recent years, Jonesville and the Yadkin Valley have become known for outdoor recreation and the warmth felt by those visiting the area. With the increasing age of our infrastructure and demand on public services, plans to improve public facilities and services are one of the focuses throughout this budget. Public service is challenging; however, we are committed to work hard, providing the quality of life our citizens and visitors deserve.

### ***BUDGET COMPARISONS***

For the Fiscal Year 2024/2025, current General Fund budget is \$2,910,230. The *Recommended Budget* for Fiscal Year 2025/2026 is \$2,880,700. This is a 1.01 percent decrease in expenditures without the eliminating any services provided by the Town.

For Fiscal Year 2024/2025, current Tourism Development Authority Fund budget is \$405,700. The *Recommended Budget* for Fiscal Year 2025/2026 is \$515,500. This is a 27.06 percent increase in expenditures. This percentage includes funding for an increase in promoting tourism in Jonesville and improvement to infrastructure.

For Fiscal Year 2024/2025, current Water Fund budget is \$1,228,844. The *Recommended Budget* for Fiscal Year 2025/2026 is \$1,030,000. This is a 16.18 percent decrease in expenditures. The current fiscal year budget includes one-time building maintenance and equipment purchases that are not included in the *Recommended Budget*.

Fund Name	FY 2024/2025 Current Budget	FY2025/2026 Recommended Budget
General Fund	2,910,230	2,880,700
Police Special Fund	1,000	2,200
Powell Bill Fund	89,000	97,000
Tourism Authority Fund	405,700	515,500
Water Fund	1,228,844	1,030,000

## HIGHLIGHTS OF RECOMMENDED BUDGET

- New full-time position, Welcome Center Manager
- Additional full-time position, Patrol Officer, in Police Department.
- Three new vehicles to be leased for the Police Department.
- Completion of construction at 112 N. Swaim Street, Jonesville Public Library building.
- Maintenance in Public Buildings to replace flooring at 1503 NC Highway 67 (Town Hall/Police Department/Council Chambers).
- Pickleball Courts at Gregory Martin Park.
- Remodel of restroom #2 at Lila Swaim Park, next to children's playground.
- Replacement of street name signs, speed limit signs, paving and repairs.

## REVENUE

In comparison to other Town funds, General Fund contains the largest portion of revenues and expenditures. Jonesville's net assessed ad valorem tax base is valued at \$209,430,143. Upon approval by Council, the tax rate of 50 cent per \$100 assessed value will provide for an estimated billing for 2025 ad valorem taxes of \$1,015,736. The *Recommended Budget* allows for a collection rate of 97 percent based on an audit of received current fiscal year collections. Jonesville's tax rate has remained the same since 2017. Other major sources of revenue for the General Fund include the following: property taxes, sales tax, utility franchise tax, ABC revenues, and intergovernmental transfers.

In the Water and Sewer Fund, the Town operates and bills the collection and distribution of water for an average of 1227 customers. While the Town bills for sewer all revenue is transferred to Yadkin Valley Sewer Authority as they own the infrastructure and handle treatment. The *Recommended Budget* includes no increase to current rates for water usage; rates based upon usage are as follows:

	Monthly Base Rate up to 2000 gallons	Volumetric Rate each additional 1000 gallons
In-Town Customers	\$24.20	\$10.00
Out of Town Customers	\$48.40	\$20.00

## EXPENDITURES

The *Recommended Budget* was prepared with the following focuses by Town Council and Staff: ***continued improvement of services to citizens and visitors; retention and education of staff.***

Meeting the needs:

1. Additional Patrol Officer position, reclassification of two patrol positions to include Canine Handler and School Resource Officer at Jonesville Elementary School.
2. Administration, Police and Street departments teaming together to respond to citizen concerns with regard to – street lighting, roadside clean up and ordinance violations.
3. Upgrades at Lila Swaim Park and Sgt. Gregory Martin Park for facilities and grounds to include – bathroom remodels, field materials, soccer goals, and fitness equipment at walking tracks.
4. Tourism Promotion through online and targeted marketing, for the benefit of local hotels, campgrounds, restaurants and retail stores.
5. Increased outdoor recreation along the Jonesville Greenway Trail and Double Bluff Recreation Area.

Employee retention:

1. A 3% adjustment to current salaries effective July 1, 2025.
2. Encouraging training and certifications, for all employees to increase their knowledge and skills in their current and future positions.
3. Continued Town paid employee benefits.

## DEBT SERVICE

Asset	Original Amount	Date of Issue	Payment/Fund	Loan Balance	Maturity Date
Town Hall	\$1,352,500	06/11/2008	\$ 72,196 (GF)	\$1,033,726	06/11/2048
Water Plant	\$2,590,000	08/19/2013	\$107,603 (WA)	\$2,131,000	06/01/2053
Waterline	\$ 175,000	01/22/1990	\$ 9,650 (WA)	\$ 34,402	06/01/2030
2 lots Hwy 67	\$ 270,000	02/03/2025	\$ 32,656 (GF)	\$ 270,000	02/05/2040
Lead & Copper	\$ 20,000	12/09/2024	\$ 4,000 (WA)	\$ 16,000	05/01/2029
PD Interceptors (5)	\$ 187,857	10/22/2021	\$ 3,645 (GF)	\$ 66,028	10/21/2026
F150s (2)	\$ 75,446	08/20/2021	\$ 1,466 (GF)	\$ 11,722	08/20/2026
GMC Sierra	\$ 35,738	05/05/2022	\$ 775 (GF)	\$ 19,354	08/20/2026
GMC Sierra	\$ 41, 479	05/04/2022	\$ 892 (WA)	\$ 22,300	05/04/2027
RAM 1500	\$ 34,458	01/08/2023	\$ 768 (WA)	\$ 25,319	01/08/2028

Jonesville's Debt Service Margin as of June 30, 2024 is \$18,058,000

Jonesville's Total Debt Service as of July 1, 2025 \$3,629,851

## GRANT FUNDS / PROJECTS

Grant	Grantor	Project Reference	Amount
CDBG-CV	NC Commerce	Pandemic Response	\$292,444
DR-ETA	FEMA	Culvert Replacement	\$684,807
DR-Helene	FEMA	JGT/Raw Water Well	\$60,000
Viable Utility Reserve	NC DEQ	Meters/Waterline	\$6,946,300
Viable Utility Reserve	NC DEQ	WP Filters/Clearwell	\$8,015,200
RTG Resilient Neighborhoods	NC Commerce	Jonesville Public Library	\$1,150,000
REDR Grant	NC OSBM	Double Bluff Recreation Area	\$3,400,000
Lead/Copper Assessment	NC DEQ	Water Service Assessment	\$400,000
Lead/Copper Replacement	NC DEQ	Water Service Replacement	\$1,854,000
NC Land & Water	NCDNCR	Line Berry Creek	\$558,486
PARTF	NC Parks	Double Bluff Recreation Area	\$500,000

## COMMITMENT TO FISCAL RESPONSIBILITY

Management is committed to following the lead of the Town Council's commitment to fiscal responsibility of funds received, expended and held by the Town of Jonesville.

The Fiscal Year 2025/2026 *Recommended Budget* addresses the Town Council's priorities of service to our community. This document represents the fundamental philosophy of conservative revenue projection and maintaining constraints in expenditures. While staff strives daily, not all needs can be fulfilled, but they do work diligently with the resources allocated. Hopefully, this budget displays the positives that can be accomplished for our citizens and the actions we take to remain the employer of choice for our staff.

This budget is the culmination of the knowledge and contributions of staff. I would like to give a heartfelt thank you to Chief Scotty Vestal, Deanna Lundy, Tiffany Hall-Long, Jennifer Stanley, Tasha Ferguson, Josh Matthews and Adam Darnell for meeting deadlines, words of encouragement and their dedication to being fiscally responsible throughout this process.

Citizens in our community should be proud of the Mayor and Town Council for their vision of the future for the Town of Jonesville. Their commitment to workshops, meetings, training in local government and finance is evident by their active oversight of Town funds at budget time and throughout the fiscal year.

Thank you for allowing me the opportunity to serve each of you - Mayor and Council, town staff, property owners, citizens and visitors of the Town of Jonesville.

Respectfully Submitted,

Wenona C. Thompson  
CLGFO, Civic Fellow  
Interim Town Manager

## **BUDGET APPROVAL UPDATE:**

The Fiscal Year 2025/2026 Budget was adopted on June 9, 2025, with the following changes to the Recommended Budget:

- (1) increase in General Fund and Water to cover property & liability insurance premiums;
- (2) change in Park & Recreation budget to rehab restroom #2 at Lila Swaim Park, restroom #1 was completed in Fiscal Year 2024/2025;
- (3) change in Park & Recreation to include funds for pickleball court at Sgt. Gregory Martin Park;
- (4) eliminate appropriation for purchase of UTV;
- (5) eliminate appropriation for purchase of two (2) new water plant pumps, pumps were replaced in current fiscal year;





# STRATEGIC PLAN



# JONESVILLE

**CREATING OUTDOOR RECREATION ECONOMIES**  
STRATEGIC PLAN  
2024-2029



# JONESVILLE

## NORTH CAROLINA

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Town of Jonesville

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Creating Outdoor Recreation Economies

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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.



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

### Town of Jonesville Board of Commissioners

Anita Darnell	<i>Mayor</i>
Andy Green	<i>Mayor Pro-Tempore</i>
Tracy Wall	<i>Commissioner</i>
Regina Adkins	<i>Commissioner</i>
Michael Tilley	<i>Commissioner</i>
C. Scott Darnell	<i>Commissioner</i>



### Town of Jonesville CORE Project Work Group

Anita Darnell	<i>Mayor</i>
Michael Pardue	<i>Town Manager</i>
William Buffkin	<i>Assistant to Town Manager</i>
Bryan Wyatt	<i>Retired NCDOT, Community Advocate</i>
Andi Robertson	<i>Branch Manager, First National Bank</i>
Quinn Wilkins	<i>Assistant Executive Director, Yadkin Valley Chamber of Commerce</i>
Toby Butcher	<i>Jonesville Planning Board, TDA, Jonesville Trails Association</i>
Winston Sproul	<i>Manager, Food Lion</i>
Roger Hurd	<i>Chair, Jonesville Parks &amp; Recreation</i>
Doug Chappell	<i>Chair, Jonesville Planning Board</i>
Jeff Blackburn	<i>Jonesville Planning Board</i>
Erik Winer	<i>Architect</i>
Harriet Bryant	<i>Retired Educator</i>



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

David McRae	ARC and SCRC Assistant Program Manager
Karen C. Smith, AICP	NC Main Street & Rural Planning Center, Rural Planning Program Manager
Lizzie Morrison	Community Economic Development Planner, Piedmont Triad Region

**CORE Plan Adoption**

Town of Jonesville	TBD
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**JONESVILLE**  
NORTH CAROLINA

*Town of Jonesville*



**NC DEPARTMENT  
of COMMERCE**  
RURAL ECONOMIC  
DEVELOPMENT

*Creating Outdoor Recreation Economies*

# JONESVILLE

## NORTH CAROLINA

### Economic Positioning Statement:

*Located on the bluffs of the Yadkin River, Jonesville enjoys natural charm and an abundance of outdoor adventures. We are conveniently located on Interstate 77 and HWY 67, offering both exploration and relaxation on your journey. Discover Jonesville's economic opportunities while forging genuine connections to a small-town community with heart.*

## Executive Summary

Through CORE, the Town of Jonesville 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 Jonesville to grow and attract outdoor gear manufacturing industries. The planning process was tailored to meet the specific needs of the Town of Jonesville.

The Town of Jonesville Creating Outdoor Recreation Economies (CORE) Plan proposes strategies, goals, objectives, and actions that Jonesville 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.

The CORE plan makes a total of 41 recommendations for objectives and actions under four priority strategies. These priority strategies and goals, identified by the local work group, include:

⇒ Strategy 1: Jonesville offers natural charm and an abundance of outdoor adventures.

Goal 1: Prioritize connectivity and sustainability of Jonesville's abundant outdoor/natural assets.

⇒ Strategy 2: Jonesville offers economic opportunities.

Goal 2: Expand Jonesville's growing outdoor recreation economy for the benefit of residents, local businesses, and investors.

⇒ Strategy 3: Jonesville offers convenient relaxation.

Goal 3: Promote Jonesville as a waypoint for road trips in the Yadkin Valley and the foothills of the Blue Ridge in order to draw in travelers from I-77 and HWY 67 for the benefit of the local economy.

⇒ Strategy 4: Jonesville offers genuine connections to small-town community.

Goal 4: Prioritize community partnership and promotion of small-town living to grow the population and local civic pride.

These recommendations should serve as guideposts for the Town of Jonesville 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  
41  
recommendations  
for objectives and  
actions under four  
priority  
strategies.*

Town of Jonesville

## 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 2023, the outdoor recreation economy represented 639.5 billion in current-dollar gross domestic product (GDP), or 2.3 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 3.6 percent in 2023, compared with a 2.9 percent increase for the overall U.S. economy, reflecting a deceleration from the increase in outdoor recreation of 10.2 percent in 2022. Real gross output for the outdoor recreation economy increased 3.2 percent, while outdoor recreation compensation increased 9.0 percent, and employment increased 3.3 percent (national table 9)." Across all 50 states and the District of Columbia, outdoor recreation employment increased in 49 states and the District of Columbia in 2023, ranging from 7.5 percent in Alaska to -4.8 percent in Indiana. The percentage change was 3.8 percent in the District of Columbia (BEA interactive tables).

At the state level, outdoor recreation created \$16.2 billion in value added for North Carolina, accounts for 2.1% of North Carolina's GDP and includes 145,433 jobs in 2023. According to newly revised data in this year's release, the outdoor recreation economy in North Carolina has grown 9.6% since 2022.<sup>1</sup>



*In 2023 outdoor recreation contributed \$16.2 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, 2023. [Outdoor Recreation Satellite Account, U.S. and States, 2023 | U.S. Bureau of Economic Analysis \(BEA\)](#)

<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/3923840002/>

<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

### 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 Yadkin River State Trail. Pressing needs for the Yadkin River State Trail include: **Additional public access points on the Yadkin River. The NC Wildlife Resources Commission is working on a boat access point in Jonesville (Land needed near Rockford).** The Piedmont Triad Outdoor Recreation Plan is linked here: [NC Triad Outdoors | Piedmont Triad Regional Council, NC \(ptrc.org\)](https://www.ptrc.org/Piedmont-Triad-Outdoor-Recreation-Plan)

### Yadkin County Comprehensive Parks & Recreation Master Plan

The Yadkin County Comprehensive Parks & Recreation Master Plan was produced by Site Solutions in 2012. The purpose of this master plan was to develop a road map to assist elected officials and County staff as they make decisions on park development and operation. The plan identifies **walking and biking trails as a priority** need in the county. The plan is linked here: [Yadkin-Comp-Master-Plan-Adopted-1312 \(yadkincountync.gov\)](https://www.yadkincountync.gov/DocumentCenter/View/1312/Yadkin-Comp-Master-Plan-Adopted-1312)

### Town of Jonesville Land Use Plan

The Town of Jonesville Land Use Plan was completed in 2024 by the Piedmont Triad Regional Council. Pertaining to the outdoor recreation economy, the plan outlines a goal of **preserving** and conserving natural resources, landscapes, and agricultural areas in Jonesville's jurisdiction and Promote and enhance Jonesville's parks and recreation areas and create active community with **abundant walking and biking opportunities**.

### Double Bluff Recreation Area Master Plan

The Double Bluff Recreation Area Master Plan was completed by Shabeldeen Engineering and Traffic Planning & Design in April of 2023. Double Bluff is a 163.019 acres track of rolling land adjacent to the Yadkin River. Located off Highway 67, the property includes open fields, forests, floodplain, and approximately 775 linear feet of frontage along the Yadkin River. The property also has approximately 2,500 linear feet of Lineberry Creek, a "Class C" stream that runs north / south in the eastern portion of the property. **The Double Bluff plan includes a boat launch, fishing platforms, mountain biking trails, hiking trails, a paved greenway trail, picnic shelters, a natural playground, and disc golf.** The Double Bluff Master Plan is linked here: [DBRA-Master-Plan.pdf \(townofjonesvillenc.com\)](https://www.townofjonesvillenc.com/DocumentCenter/View/1312/DBRA-Master-Plan.pdf)



*“Preserve, enhance and create satisfying living environments that create and maintain strong neighborhoods and encourage attractive new commercial developments that benefit the economy of Jonesville, provide job opportunities, and are convenient for residents and visitors” - Jonesville 2024 Land Use Plan*

#### Town of Jonesville Economic Development Strategy Plan (2019) with Community Economic Recovery & Resiliency (CERRI) Update (2022)

The Town of Jonesville’s Economic Development Strategy Plan and Community Economic Recovery & Resiliency Update was prepared by the NC Commerce Rural Planning Program (MS&RP) in 2019 and updated in 2022. The plan’s strategic vision/economic positioning statement for Jonesville reads: Jonesville, the heart of the Yadkin Valley Region, the launching point where outdoor recreational experiences and its amenities enhance your adventures. The plan identifies goals, objectives, and actions under three priority strategies: economic growth and development, community appearance and infrastructure, and community promotion and marketing.

#### Yadkin Valley Regional Bike Plan

The Yadkin Valley Regional Bike Plan was prepared by Alta Planning and Design with Wallace Consulting and Velo Girl Rides in October of 2020. The plan identifies several actions and projects pertaining to Jonesville including an Elkin/Jonesville Greenway Trail (MST) and a Downtown Jonesville Trail. Both conceptual trails from this plan can be found in the appendices of this document. The Yadkin Valley Regional Bike Plan is linked here: [Yadkin Valley Regional Bike Plan.pdf \(ncdot.gov\)](#)

#### Yadkin County Comprehensive Land Use Plan

The Yadkin County Comprehensive Land Use Plan was adopted in November of 2023 by the Yadkin County Board of Commissioners. One of the goals of this plan is to encourage land uses that are appropriate to on-site environmental conditions and features protecting natural/cultural resources and community character. The Yadkin County Comprehensive Land Use Plan is linked here: [Yadkin-County-Comprehensive-Land-Use-Plan-2023- \(yadkincountync.gov\)](#)

## Setting

### Town of Jonesville

The Town of Jonesville (population 2,308) is situated in the Piedmont Triad Region, just west of Winston-Salem. Located within Yadkin County along the Yadkin River and Interstate 77, Jonesville is known as the “Heart of the Yadkin Valley.” Positioned at the gateway to the Blue Ridge Mountains and the Yadkin Valley Heritage/Cultural Corridor, Jonesville boasts scenic beauty, rolling foothills, and Yadkin River adventures. Visitors and locals alike enjoy swimming, kayaking, canoeing, fishing, mountain biking, hiking, camping, and the great outdoors.

### Yadkin County

The Town of Jonesville is located in the northwest corner of Yadkin County (population 37,214), just across the Yadkin River from the Town of Elkin (Surry County). The extreme western section of the county contains the Brushy Mountains, a mountain range located in northwestern North Carolina separated from the Blue Ridge Mountains by the Yadkin River valley. The highest point is Star Peak near Jonesville, at 1,590 feet above sea level. While Yadkin County began as an agricultural center and remains primarily rural in character, today the county embraces its position in the Yadkin Valley. The Yadkin Valley AVA is an American Viticultural Area that includes land in seven counties of northwestern North Carolina. The AVA encompasses an area of approximately 1,400,000 acres (5,666 km<sup>2</sup>) in the Yadkin River valley. The Yadkin Valley AVA includes all of Wilkes, Surry, and Yadkin counties, and parts of Davie, Davidson, Forsyth, and Stokes counties. Yadkin Valley is home to 45 wineries.

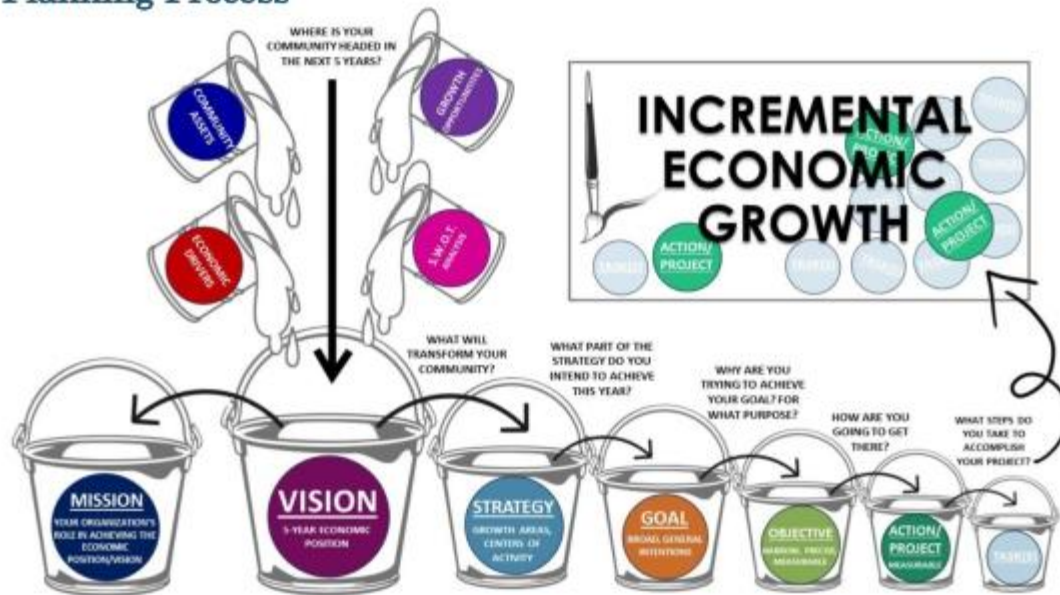
*Town of Jonesville*



13

*Creating Outdoor Recreation Economies*

## 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

The Town of Jonesville has been proactive in pursuit of growing their outdoor recreation economy, investing in multiple planning efforts, marketing materials, and pursuing several funding opportunities. Jonesville 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 the Town of Jonesville staff for a round table discussion and a site tour of outdoor recreation and cultural assets. Staff visited the planned Uptown Jonesville site, multiple locally owned businesses, Jonesville's growing greenway trail, the Jonesville Welcome Center, key commercial areas, and several parks including Lila Swaim Park and Double Bluff Recreation Area.

### Local Work Group Establishment and Involvement

Prior to Meeting #1 (referenced below), the Town of Jonesville 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 Town of Jonesville 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 the Town of Jonesville staff, Jonesville Parks & Recreation, Jonesville Planning Board, Yadkin County Economic Development, Yadkin County Chamber of Commerce, 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
August 17, 2023	Town of Jonesville Site Tour ⇒ Round Table Discussion ⇒ Review of Current Outdoor Recreation Plans ⇒ Tour of Outdoor and Cultural Assets
December 18, 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)
January 22, 2024	Meeting #2 ⇒ Asset Mapping Exercise ⇒ Opportunity Site Mapping Exercise ⇒ Preliminary Project Development Discussion
February 21, 2024	Meeting #3 ⇒ Economic Positioning Exercise ⇒ Project Development/Action Discussion
April 22, 2024	Meeting #4 ⇒ Refining Economic Position/Vision ⇒ Drafting Economic Development Strategies, Goals, and Objectives
June 13, 2024	Meeting #5 ⇒ Priority Project Development Discussion
September 10, 2024	Meeting #6 ⇒ CORE Plan: 1st Draft Plan Review
November 18, 2024	Meeting #7 ⇒ CORE Plan Final 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 the Town of Jonesville'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 Jonesville
- ⇒ The reasons why people place high value on assets in Jonesville
- ⇒ Opportunities to leverage Jonesville's assets for economic growth

Jonesville's Asset Maps can be found in appendix 1 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 appendix 2 of this document.

### 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 appendix 3 of this document.

### Plan Review & Adoption

A draft of this document was produced in September 2024 and shared with the Town of Jonesville CORE project local leads for review and comment. Following review, The Town of Jonesville Board of Commissioners adopted the plan on \_\_\_\_\_.

## Plan Implementation Monitoring & Evaluation

The Town of Jonesville 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 Town of Jonesville 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. The Town of Jonesville 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 Town of Jonesville 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 Jonesville 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 the Town of Jonesville 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 Jonesville 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, the Town of Jonesville'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

***Located on the bluffs of the Yadkin River, Jonesville enjoys natural charm and an abundance of outdoor adventures. We are conveniently located on Interstate 77 and HWY 67, offering both exploration and relaxation on your journey. Discover Jonesville's economic opportunities while forging genuine connections to a small-town community with heart.***

### Economic Positioning/Visioning Statement

- ⇒ An economic positioning/vision statement is the vision for the economic role that the Town of Jonesville 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 Economic positioning statement should be built on consensus and based in reality.
- ⇒ The Economic positioning statement is the foundation of a strategic plan. Economic development strategies, goals, measurable objectives, and actions/projects are all derived from the vision.

## Analysis & Recommendations: Abundant Outdoor Adventures

**Economic Position/Vision:** Located on the bluffs of the Yadkin River, Jonesville enjoys natural charm and an abundance of outdoor adventures. We are conveniently located on Interstate 77 and HWY 67, offering both exploration and relaxation on your journey. Discover Jonesville's economic opportunities while forging genuine connections to a small-town community with heart.

**Strategy 1:** Jonesville offers natural charm and an abundance of outdoor adventures.

**Goal 1:** Prioritize connectivity and sustainability of Jonesville's abundant outdoor/natural assets.

**Objective 1.1:** Create two new access points to the Yadkin River by 2030.

**Action 1.1.1:** Create a new river access at Double Bluff Recreation Area. Access is referenced and shown in the Double Bluff Recreation Area Master Plan.

**Action 1.1.2:** Pursue funding to create one new access on the Yadkin River near Jonesville Greenway Trailhead (by Uptown Jonesville area in Gregory Martin Park).

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

**Action 1.2.1:** Pursue conception of a site plan to evaluate space, uses, and needs for facilities and amenities at Lila Swaim Park. See Vision Board in appendix 5 on page 50 of this document for Lila Swaim Park design inspiration.

**Action 1.2.2:** Expand organizational and maintenance capacity to program and maintain Jonesville parks by prioritizing PT and/or FT staff for Jonesville Parks and Recreation.

**Action 1.2.3:** Create two-lane access road into Double Bluff Recreation Area as shown in the Double Bluff Recreation Area Master Plan.

**Objective 1.3:** Expand and enhance Jonesville's greenway trail system .

**Action 1.3.1:** Pursue funding options to pave Jonesville's current greenway trail to make it ADA accessible and more inclusive.

**Action 1.3.2:** Add camera system to greenway trail for safety and/or maintenance purposes.

**Action 1.3.3:** Extend paved greenway trail into Double Bluff Recreation Area as shown in the Double Bluff Recreation Area Master Plan.

**Action 1.3.4:** Enhance wayfinding around the Town of Jonesville to promote access points to the Greenway Trail.

## Analysis & Recommendations: Economic Opportunities

**Economic Position/Vision:** Located on the bluffs of the Yadkin River, Jonesville enjoys natural charm and an abundance of outdoor adventures. We are conveniently located on Interstate 77 and HWY 67, offering both exploration and relaxation on your journey. Discover Jonesville's economic opportunities while forging genuine connections to a small-town community with heart.

**Strategy 2:** Jonesville offers economic opportunities.

**Goal 2:** Expand Jonesville's growing outdoor recreation economy for the benefit of residents, local businesses, and investors.

**Objective 2.1:** Recruit one new outdoor recreation outfitter to the Uptown Jonesville area by 2030.

**Action 2.1.1:** Identify available properties and meet with property owners to better understand their vision for the property and goals moving forward. Jonesville and/or the steering committee (in partnership with strategic outdoor economy stakeholders) should serve as a resource to the property owner to assist them in recruitment of an outfitter to the property.

**Action 2.1.2:** Use new branding/marketing materials from Destination by Design to create an outdoor economy centered economic opportunity campaign.

**Action 2.1.3:** Meet with Yadkin County Economic Development Council to discuss Jonesville's economic development strategies that aim to make Jonesville a hub of outdoor economic activity in the county.

**Objective 2.2:** Pursue Implementation of Uptown Jonesville concept to create a new hub of retail/restaurant/destination businesses that grow and support the outdoor economy.

**Action 2.2.1:** Review zoning codes to make sure current codes align with plans for Uptown Jonesville as outlined in the 2024 Land Use Plan by Piedmont Triad Regional Council.

**Action 2.2.2:** Create inventory of all Uptown Jonesville properties/parcels outlining owner contact information, current usage, condition, size/SF, tax value, monthly rent and/or sale price.

**Action 2.2.3:** Meet with current property owners in the planned Uptown Jonesville district to gauge temperature of implementation of the plan/better understand their vision for their properties.

**Action 2.2.4:** Consider rebranding Uptown Jonesville to the Uptown Jonesville River District to better connect the district to the Yadkin River asset/proximity/outdoor recreation.

**Action 2.2.5:** Consider refining the Uptown Jonesville plan to include a residential component above the retail/restaurant spaces. This would enable Jonesville to offer riverfront living opportunities overlooking the Yadkin with a view of downtown Elkin.

## Analysis & Recommendations: Convenient Relaxation

**Economic Position/Vision:** Located on the bluffs of the Yadkin River, Jonesville enjoys natural charm and an abundance of outdoor adventures. We are conveniently located on Interstate 77 and HWY 67, offering both exploration and relaxation on your journey. Discover Jonesville's economic opportunities while forging genuine connections to a small-town community with heart.

**Strategy 3:** Jonesville offers convenient relaxation.

**Goal 3:** Promote Jonesville as a waypoint for road trips in the Yadkin Valley and the foothills of the Blue Ridge in order to draw in travelers from I-77 and HWY 67 for the benefit of the local economy.

**Objective 3.1:** Identify and recruit new destination retail and restaurant businesses to draw more people into Jonesville from I-77 and HWY 67.

**Action 3.1.1:** Alongside strategic business recruitment partners like the Yadkin County Economic Development Council, identify priority opportunity sites/available properties for new retail/restaurant businesses.

**Action 3.1.2:** Explore ways to work alongside the local business community, including the Yadkin Valley Chamber of Commerce, Surry Community College (Yadkin Center), and others to identify recruitment opportunities aimed at generating investment from home grown entrepreneurs.

**Objective 3.2:** Use new Destination by Design branding materials to create a unified Jonesville marketing campaign for destination outdoor recreation experiences and retail/restaurants businesses.

**Action 3.2.1:** Create wayfinding signage (from Destination by Design plan) to identify and direct visitors to restaurant/retail hubs (like Uptown Jonesville area) and outdoor recreation assets.

**Action 3.2.2:** Facilitate opportunities to convene hospitality businesses to discuss a unified marketing approach. Consider strategic partnerships with the Yadkin County Tourism Development Authority, the Yadkin Valley Chamber of Commerce, Lodging Businesses, Retail, Restaurant, Outdoor Recreation Businesses, etc.

**Action 3.2.3:** Consider a strategic partnership with the Tourism Development Authority to create a shopping/dining/outdoor recreation campaign, perhaps with influencers and/or bloggers.

**Action 3.2.4:** Utilize the Jonesville Visitor Center to create a food truck event—offer a season of scheduled food trucks with guided group outdoor recreation activities, with the starting place being the Visitor Center. This event may help both in restaurant recruitment (food trucks looking for brick & mortar locations), cultivating civic pride/community (Goal 4) and giving visitors stopping through a reason to stay longer to eat and explore.

## Analysis & Recommendations: Small-Town Community

**Economic Position/Vision:** Located on the bluffs of the Yadkin River, Jonesville enjoys natural charm and an abundance of outdoor adventures. We are conveniently located on Interstate 77 and HWY 67, offering both exploration and relaxation on your journey. Discover Jonesville's economic opportunities while forging genuine connections to a small-town community with heart.

**Strategy 4:** Jonesville offers genuine connections to small-town community

**Goal 4:** Prioritize community partnerships and promotions of small-town living to grow the population and local civic pride.

**Objective 4.1:** Prioritize connection of residential areas to natural assets with pedestrian improvements and/or trails or greenway extensions.

**Action 4.1.1:** Identify feasible pedestrian connections from residential areas to outdoor assets and prioritize them by impact and feasibility.

**Action 4.1.2:** Identify opportunity sites for new construction residential development in close proximity to outdoor recreational assets/greenway trails.

**Action 4.1.3:** Consider working with Yadkin County on a housing feasibility summit to identify opportunity sites and recruit developers to the area.

**Objective 4.2:** Create new opportunities for the community to gather/cultivate civic pride with events, festivals, and cultural celebrations in and around outdoor recreation assets.

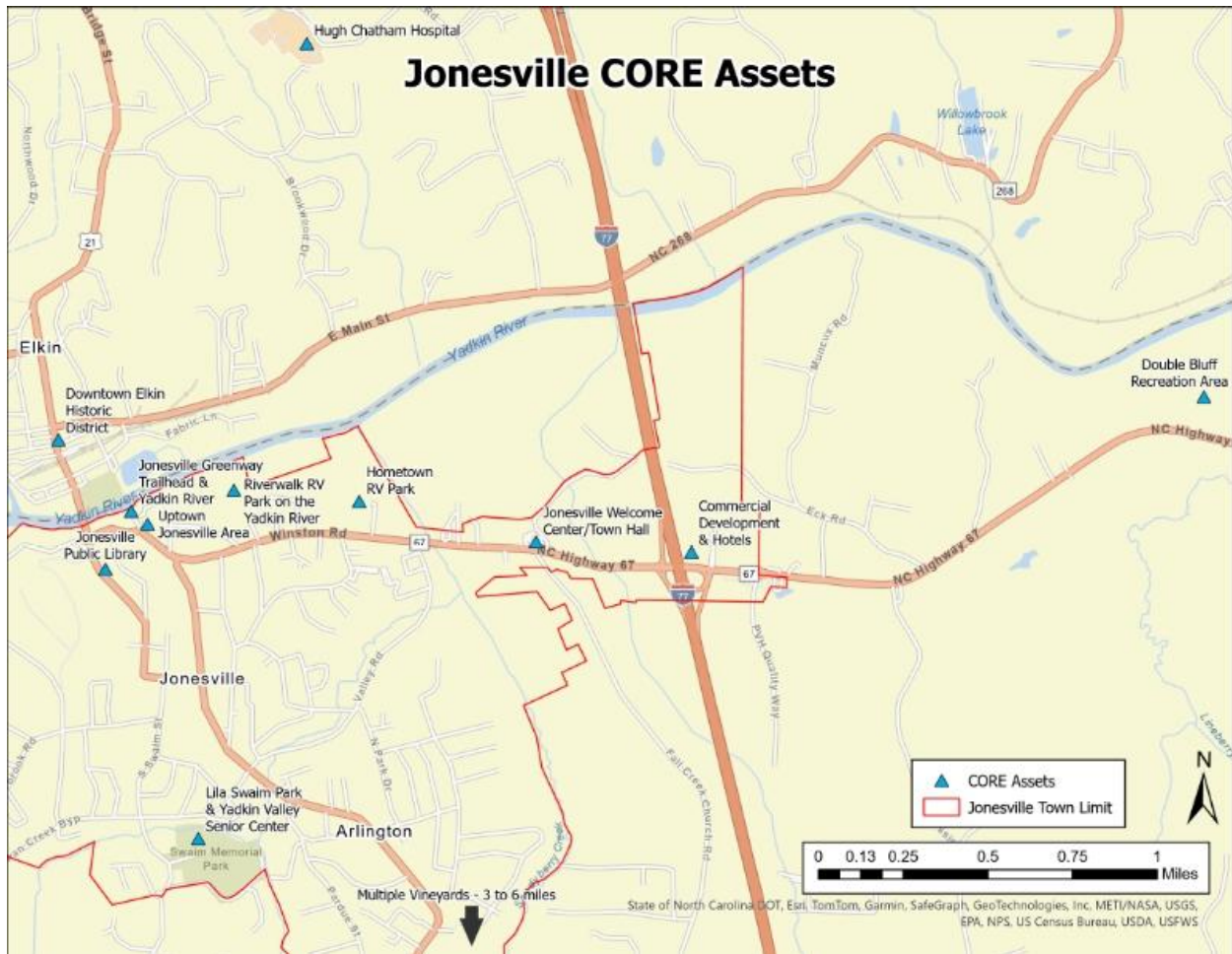
**Action 4.2.1:** Create new outdoor-recreation based Yadkin River event or event series in Double Bluff Recreation Area.

**Action 4.2.2:** Convene local food and beverage establishments to discuss a local flavor food tour in local restaurants. Consider strategic partnerships with the TDA and Chamber.

**Action 4.2.3:** Create a public art event in partnership with the Yadkin Cultural Arts Center, local schools, and business community to paint "street murals" on the pavement at Lilla Swaim Park. A community-themed and community-led design improvement will help to envision further investment and support for Lilla Swaim Park.

**Objective 4.3:** Strengthen sense of community by addressing barriers to population sustainability and growth.

**Action 4.3.1:** Seek funding sources to address broadband/internet issues. See funding guide in appendix 8 of this document.

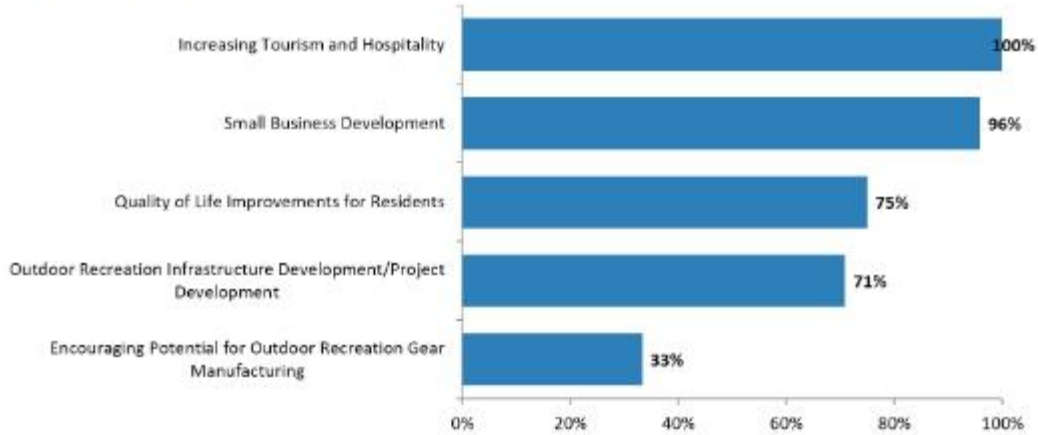


Your next adventure awaits at [VisitJonesvilleNC.com](http://VisitJonesvilleNC.com)

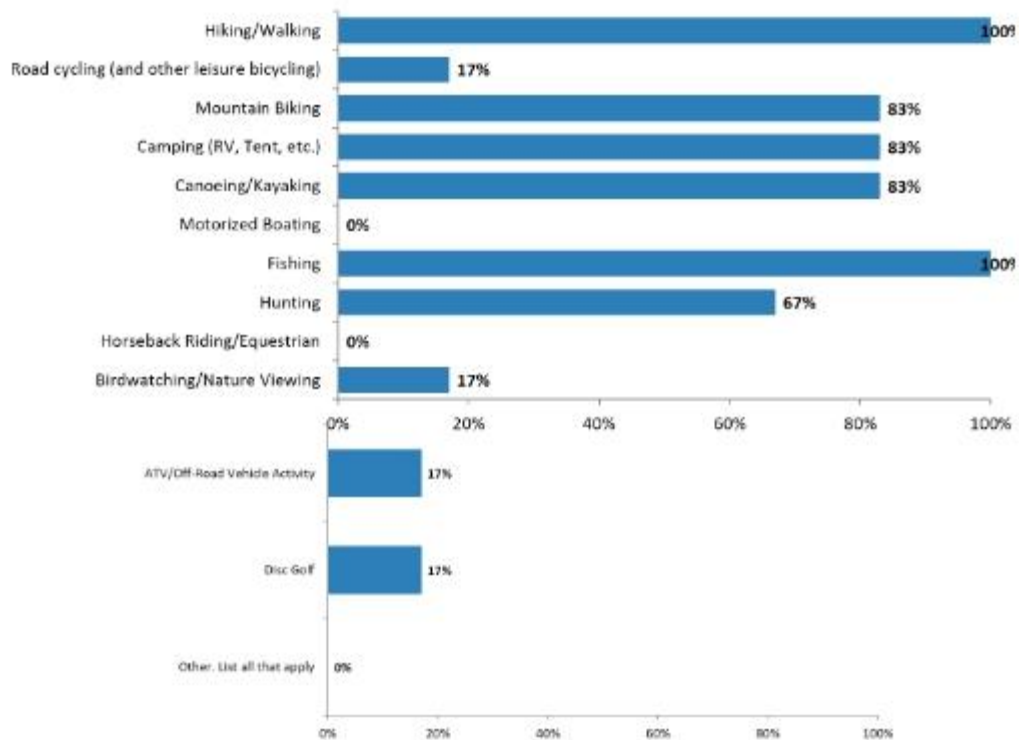


## Appendix 2: CORE Survey Results

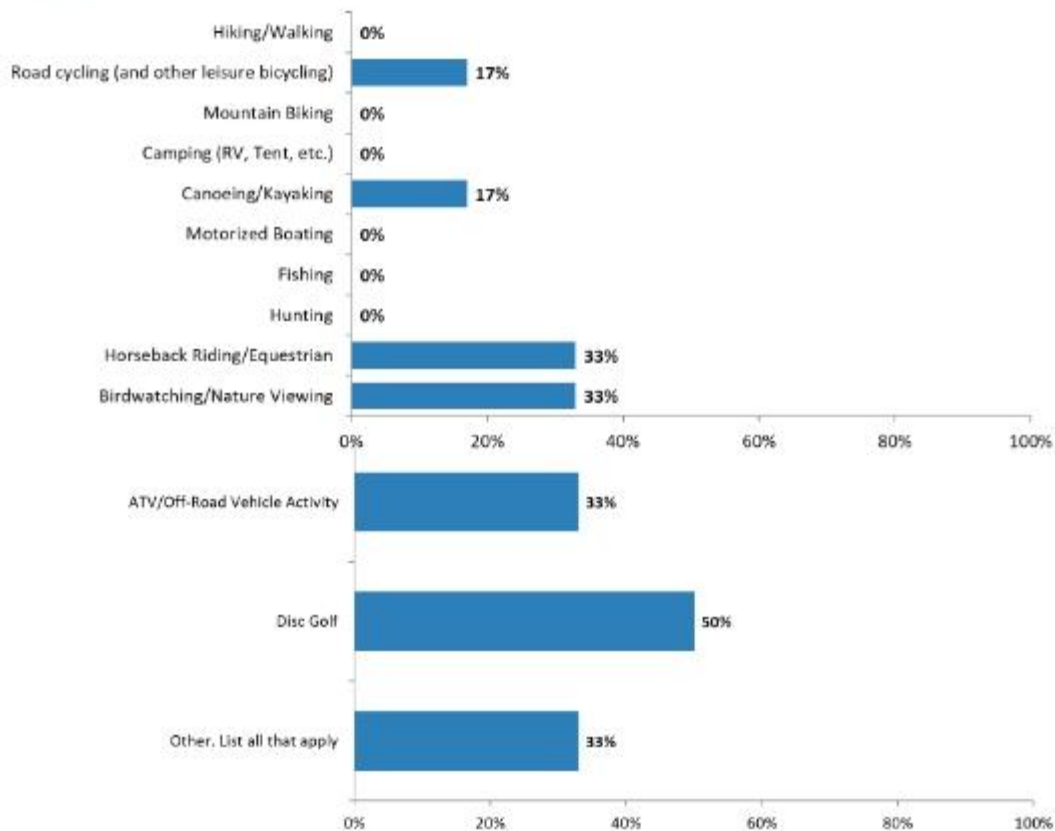
In an effort to determine the primary topics that the community wants to address during this strategic planning process, please rank the importance of each potential focus area. 2 being most important; 5 being least important.



What outdoor recreation activities are most common in your community?



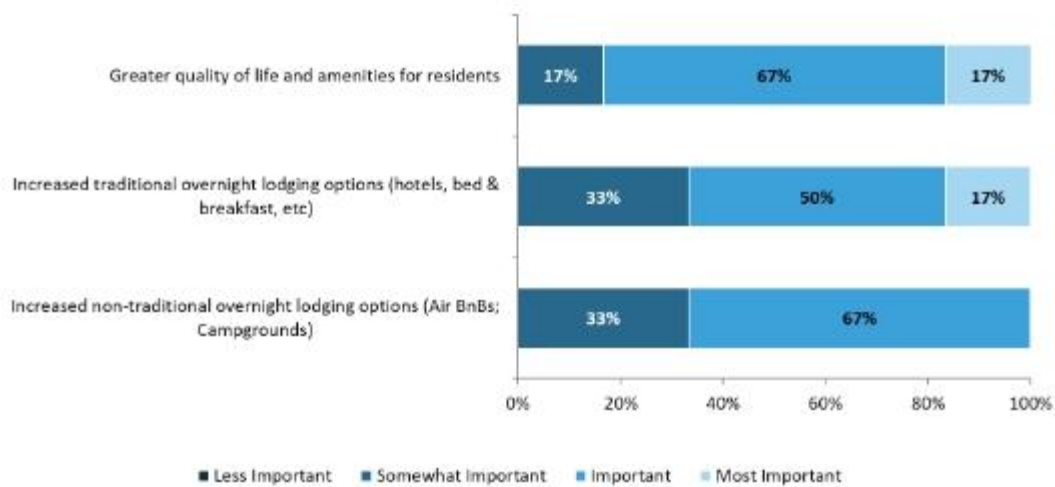
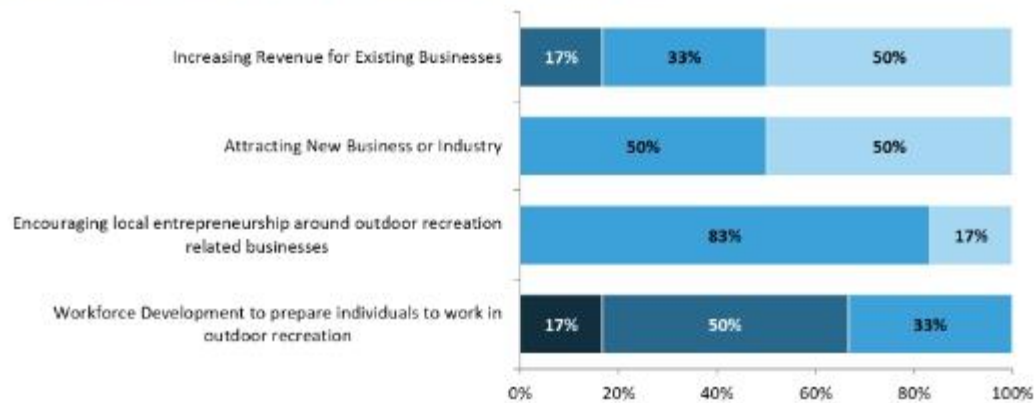
**What outdoor recreation activities are not available in your community that you would like to have available?**



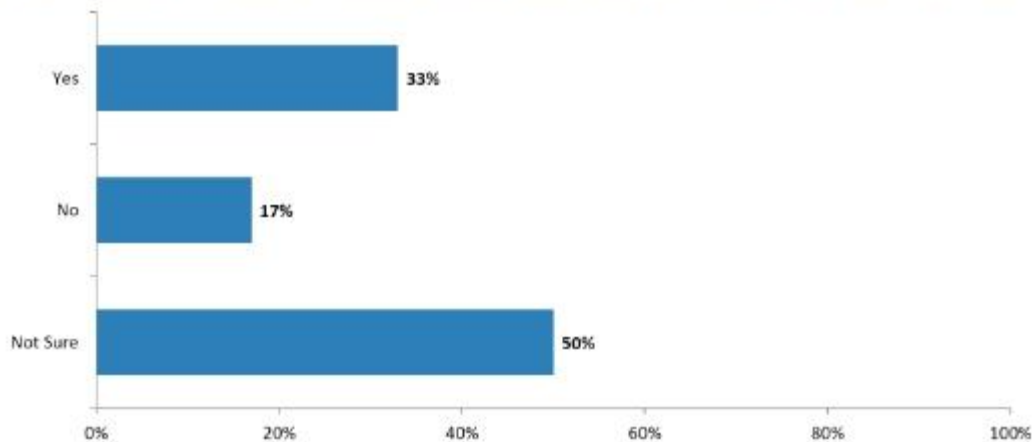
**Work group clarifications on wants/opportunities:**

- ⇒ Opportunities for continued development of bike/hiking trails.
- ⇒ Opportunities to connect Jonesville and Elkin with pedestrian bridge.
- ⇒ Opportunities to connect Lila Swaim Park to existing Greenway.
- ⇒ Opportunities to develop the greenway trail.
- ⇒ Opportunities to recruit more restaurants and outdoor based businesses for travelers/locals to utilize.
- ⇒ Opportunities for wayfinding signage and increased walkability/connectivity in sidewalks and pathways linking trails, outdoor assets, RV parks, and shops.
- ⇒ Opportunities to complete Double Bluff Master Plan and to rehabilitate Lila Swaim Park.
- ⇒ Opportunities for more river access in Jonesville.
- ⇒ Opportunities to update storefronts/design to be more inviting.

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?**

- ⇒ Jonesville is on its way to becoming more attractive and welcoming – improvements have been noticed.
- ⇒ The community overall is on board for the growth and betterment of Jonesville!
- ⇒ People like the efforts being made to make recreational opportunities available

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

- ⇒ Rundown buildings, overgrown areas. Certain areas need a facelift.
- ⇒ Opportunities to build connections and make Jonesville more walkable.

**What makes your community unique?**

- ⇒ The Yadkin River
- ⇒ The History of Jonesville
- ⇒ Greenway Trail
- ⇒ Fish Weirs (and Other Sites on the River)
- ⇒ Native American History/Influence
- ⇒ Mountain Biking Trails
- ⇒ Proximity to the Mountains
- ⇒ Geographic Advantage: 45 min from Stone Mtn, on the Yadkin River, Mountain to Sea Trail nearby in Elkin, Close to Downtown Elkin
- ⇒ Beautiful Views
- ⇒ RV Parks
- ⇒ Civil War History/Historical Artifacts
- ⇒ Annual Festivals, Parades, Shows
- ⇒ Growing Population

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

- ⇒ Pedestrian bridge over the Yadkin River connecting Jonesville and Elkin.
- ⇒ Paving the Greenway Trail and connecting it to Lila Swaim Park.
- ⇒ More development of the property outside of Town for Mountain Biking Trails.
- ⇒ Wayfinding signs to allow for easy navigation to sites and businesses.
- ⇒ Cooperative education for local businesses for increased marketing opportunities.
- ⇒ Organization to help local businesses communicate with each other.
- ⇒ New branding package for the Town of Jonesville.
- ⇒ More sidewalks.
- ⇒ Maps and promotions of Jonesville's assets.

#### **What are the main tourist attractions?**

- ⇒ Wineries
- ⇒ Breweries
- ⇒ Dining
- ⇒ Campgrounds
- ⇒ RV Parks
- ⇒ Yadkin River
- ⇒ Stone Mountain State Park
- ⇒ Blue Ridge Parkway
- ⇒ Greenway
- ⇒ North Wilkesboro Speedway
- ⇒ Agritourism and History
- ⇒ Geographic Position/77 Location
- ⇒ Mountain Biking Trails

#### **What are potential issues/problems with tourism?**

- ⇒ Need to create more specific marketing and branding. Many visitors assume they are in Elkin when they are in Jonesville.
- ⇒ Need to create an event or events to leverage outdoor assets.
- ⇒ Need to have more organized and regular activities.
- ⇒ Need to have more lodging options.
- ⇒ Need to have more areas to shop and dine.
- ⇒ Need to develop itineraries to keep people in Jonesville longer.
- ⇒ Need to develop a “downtown” area or commercial core.
- ⇒ Need to address homeless issue on the Greenway Trail.
- ⇒ Need to connect to and build upon wine tourism.

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

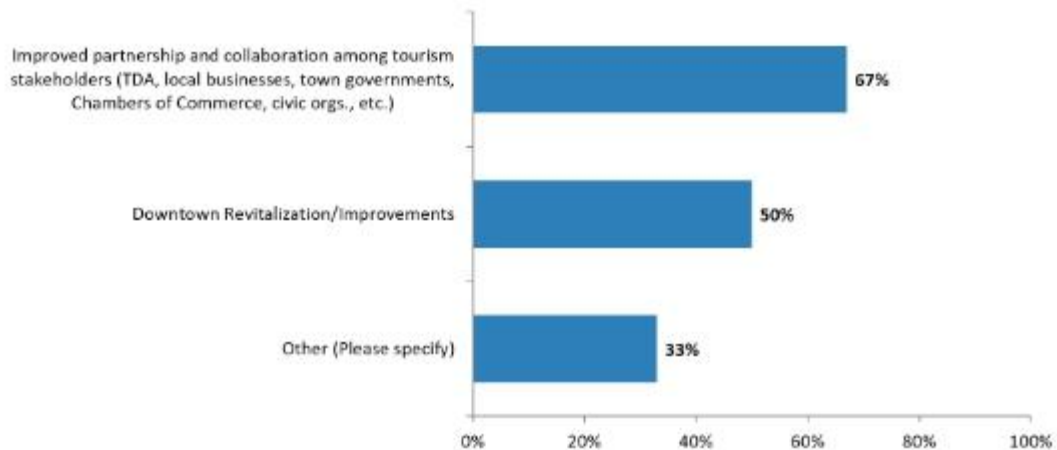
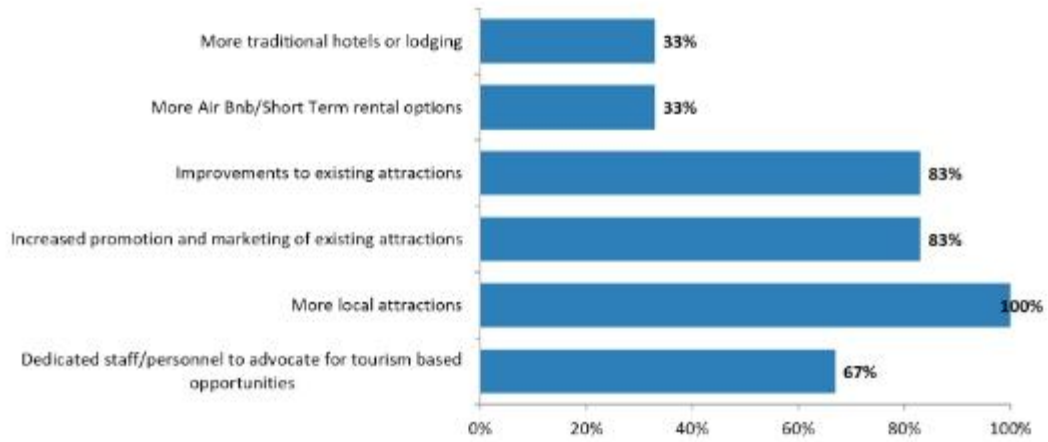
##### **Available:**

- ⇒ Chamber of Commerce
- ⇒ Small Business Center
- ⇒ SBTDC

##### **Needed:**

- ⇒ Partnerships with Rockingham Economic Development and RCC Small Business Center to Develop Entrepreneurship Training Program and Business Assistance Programs
- ⇒ Economic Development Focus on Small Business Recruitment
- ⇒ Financial support to provide more resources/capacity building for small businesses
- ⇒ Investors

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



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

- ⇒ Kayak & e-bike rental businesses
- ⇒ Golf Shop
- ⇒ RV Parks
- ⇒ HG Green's General Store
- ⇒ 67 Hardware
- ⇒ Motorcycle Shop

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

Yadkin Valley wineries, campgrounds, restaurants (Elkin included), breweries, RV Parks

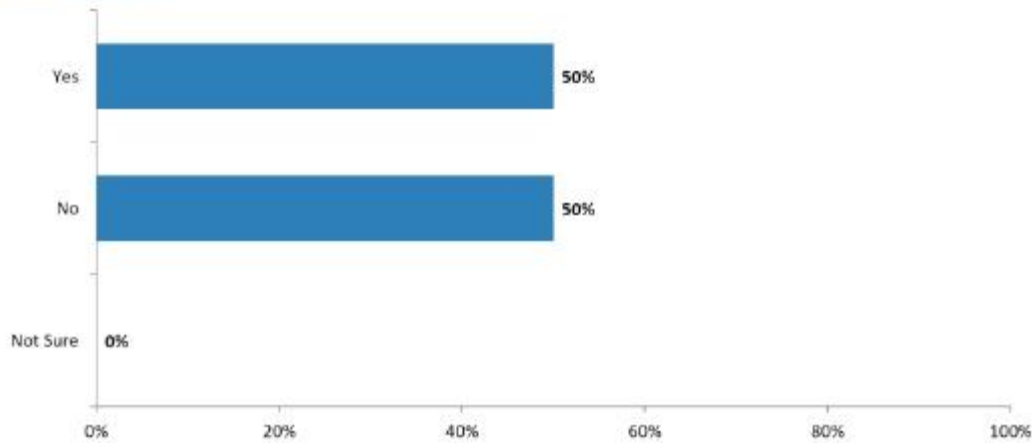
**Businesses with potential to expand offerings to incorporate or further benefit from outdoor recreation:**

Uptown Jonesville developing out, restaurants, retail, grocery stores, RV parks.

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

- ⇒ Bike Shop
- ⇒ Guide Services
- ⇒ Boat Rentals
- ⇒ Tackle Shop
- ⇒ Equipment Rentals
- ⇒ Canoe/Kayak Retailer
- ⇒ Camping Gear
- ⇒ Restaurants Catering to RV Parks
- ⇒ Entertainment – Day and Night

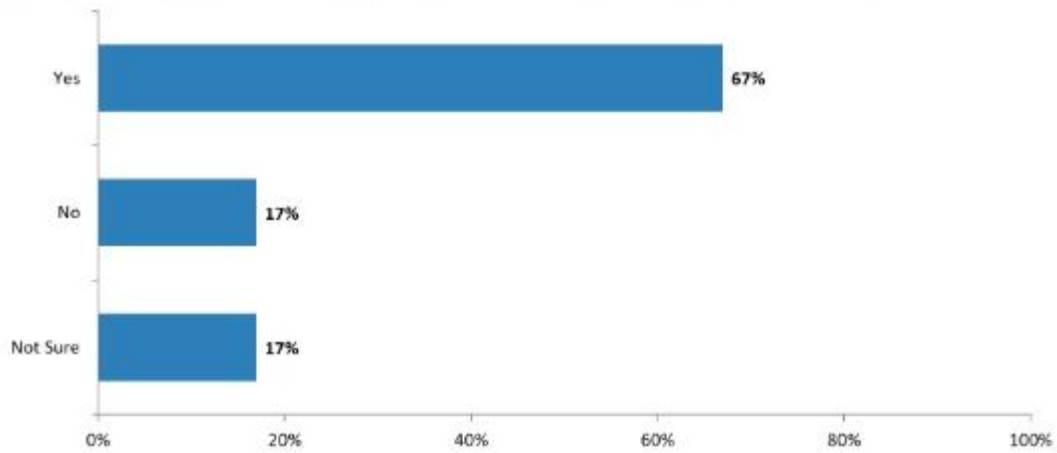
Do you feel all members of your community have easy access to places where they can participate in outdoor recreation?



How can accessibility be improved?

- ⇒ Accessible trails/outdoor rec opportunities for elderly and special needs.
- ⇒ Better marketing/storytelling of assets. Locals may not know what trails/assets are accessible.
- ⇒ Sidewalks – lack of sidewalk connections make it difficult for people to reach parks and trails without cars.

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



What are some ways to improve youth participation?

- ⇒ Youth Council
- ⇒ Building Partnerships/More Interactions with Schools
- ⇒ Personnel to Oversee a Program

## Appendix 3: Town of Jonesville Placer.ai Analysis & Business Recruitment Fact



### Jonesville Retail Marketplace Snapshot-October of 2024

The purpose of this report is to give Jonesville the baseline information for a better understanding of its current market. The NC Main Street & Rural Planning Center Staff studied the retail marketplace data within a 5-mile radius of and 20-minute drive time to the community. The retail leakage analysis examines the quantitative aspects of the retail opportunities.

By reviewing the retail gap, we can:

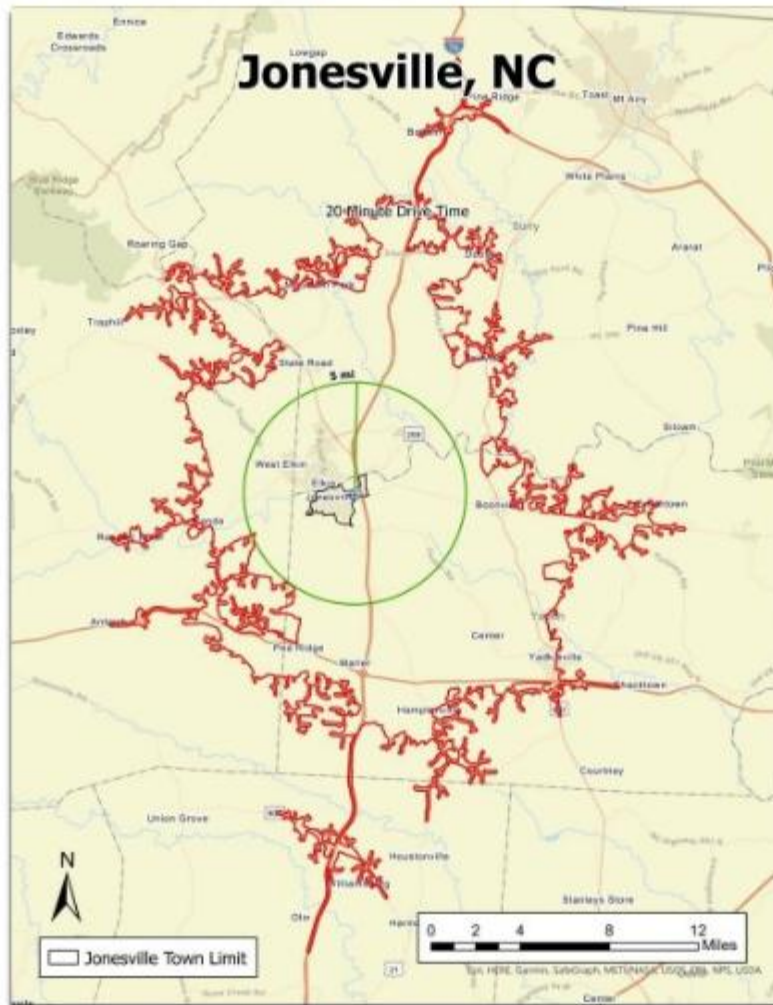
- Understand how well the retail needs of residents are being met
- Uncover unmet demand and possible opportunities
- Understand the strengths and weaknesses of the local retail sector

When consumers spend their dollars outside the specific radius of and drive time to Jonesville this is known as "Retail Gap" throughout this report. Retail Gap or leakage indicates an **unmet demand in the trade area**. This suggests the possibility the community can support additional retail for those business categories. Residents within the specified primary trade areas are purchasing products outside that area indicating opportunity to capture those dollars within the downtown district.

There are also categories for which Jonesville is exceeding the local market demand. Those are measured as red numbers on the below report. For the 5-mile radius and 20-minute drive time information, this means that Jonesville is exceeding its market potential in these categories. This retail surplus means the community's trade area is capturing local market plus attracting non-local shoppers. Surplus means the community has possibly developed strong clusters of retail that have broad geographical appeal.

You can also seek additional retail market data that Surry County Economic Development or the Piedmont Triad Council of Governments can provide. This report is based on the data collected and should serve as a starting point for your economic vitality efforts.

We highly encourage you to couple this report with consumer surveys to get a complete understanding of the Jonesville potential. The NC Main Street and Rural Planning Center can share examples of consumer surveys and assist with this process as needed.



The above Surry County map outlines the two trade areas within a 5-mile radius of and within a 20-minute drive time to downtown. Defining the downtown trade area is critical in determining retail opportunities for the downtown market. The NC Main Street & Rural Center staff only reviewed the data within these two segments. Jonesville should be targeting residents within these two areas. The goal is to capture the retail sales volume leaking to neighboring communities, such as Elkin. The chart below shows total industry summaries for the 5-mile and 20-minute drive time to downtown. It details the total retail sales gap, potential 10% capture and retail square footage needed to attract this sales volume.

The sales per square foot column in the charts is the average number based on recent research across the state. Typically, restaurant annual retail sales are higher than \$300 per square foot. There are variables that impact this number such as building owned versus rented, rental rates either higher or lower as well as overall expenses, such as employee wages, insurance, utilities, etc. **Surplus is shown as a red number and retail gap is shown as a black number.**

Distance	Total Retail Gap	10% Capture	Sales/SF	S.F. Needed
5-mile radius	\$6,620,892	\$662,089	\$300	2,207
20-Minute Drive Time	\$52,669,430	\$5,266,943	\$300	17,556

The above chart shows the aggregate number of potential sales within the 5-mile radius and 20-minute drive-time from Jonesville. Below you will see these number broken down by retail category.

### 5-Mile Radius Around Downtown

Jonesville				
Primary Trade Area 5-mile around downtown		DOWNTOWN POTENTIAL		
Business Type	Retail Gap	10% of Retail Gap	Sales/SF	SF
		10%	\$300	Needed
Women's Clothing Stores	\$ 793,266	\$ 79,327	\$ 300	264
Family Clothing Stores	\$ 3,700,454	\$ 370,045	\$ 300	1,233
Jewelry Stores	\$ 1,038,192	\$ 103,819	\$ 300	346
Drinking Places	\$ 1,088,980	\$ 108,898	\$ 300	363
<b>Total Gap</b>	<b>\$ 6,620,892</b>	<b>\$ 662,089</b>	<b>\$ 300</b>	<b>2,207</b>



## 20-Minute Drive Time from Downtown

Jonesville				
Primary Trade Area 20-Minute Drive Time				
Business Type	Retail Gap	DOWNTOWN POTENTIAL		
		10% of Retail Gap	Sales/SF	SF
		10%	\$300	Needed
Home Furnishings Stores	\$ 1,200,402	\$ 120,040	\$ 300	400
Appliance Stores	\$ 883,652	\$ 88,365	\$ 300	295
Grocery Stores	\$ 12,556,870	\$ 1,255,687	\$ 300	4,186
Women's Clothing Stores	\$ 2,923,603	\$ 292,360	\$ 300	975
Family Clothing Stores	\$ 11,859,449	\$ 1,185,945	\$ 300	3,953
Clothing Accessories Stores	\$ 948,000	\$ 94,800	\$ 300	316
Shoe Stores	\$ 2,396,105	\$ 239,611	\$ 300	799
Jewelry Stores	\$ 3,328,117	\$ 332,812	\$ 300	1,109
Hobby, Toy and Game Stores	\$ 577,923	\$ 57,792	\$ 300	193
Pet and Pet Supplies Stores	\$ 723,370	\$ 72,337	\$ 300	241
Drinking Places	\$ 3,064,287	\$ 306,429	\$ 300	1,021
Full-Service Restaurants	\$ 5,535,947	\$ 553,595	\$ 300	1,845
Limited-Service Restaurants	\$ 6,671,705	\$ 667,171	\$ 300	2,224
<b>Total Gap</b>	<b>\$ 52,669,430</b>	<b>\$ 5,266,943</b>	<b>\$ 300</b>	<b>17,556</b>

## 5-Mile Radius Retail Surplus

Category	Retail Surplus
Furniture Stores	\$ 5,266,761
Electronics Stores	\$ 6,366,451
Home Centers	\$ 11,186,630
Paint and Wallpaper Stores	\$ 2,209,748
Hardware Stores	\$ 1,781,752
Nursery, and Garden Supply Stores	\$ 6,531,853
Grocery Stores	\$ 3,176,006
Specialty Food Stores	\$ 2,264,070
Beer, Wine and Liquor Stores	\$ 1,130,135
Pharmacies and Drug Stores	\$ 12,441,227
Luggage and Leather Goods	\$ 711,142
Sporting Goods Stores	\$ 431,836
Book Stores	\$ 649,822
Department Stores	\$ 2,901,320
Florists	\$ 492,044
Gift, Novelty and Souvenir Stores	\$ 597,424
Used Merchandise Stores	\$ 613,617
Full-Service Restaurants	\$ 10,998,136
Limited-Service Restaurants	\$ 2,664,523
<b>Total</b>	<b>\$ 72,414,497</b>



## 20-Minute Drive Time Retail Surplus

Category	Retail Surplus
Furniture Stores	\$ 15,513,429
Electronics Stores	\$ 24,365,126
Home Centers	\$ 2,509,437
Paint and Wallpaper Stores	\$ 2,427,739
Hardware Stores	\$ 1,097,425
Nursery, and Garden Supply Stores	\$ 12,298,093
Specialty Food Stores	\$ 809,233
Beer, Wine, and Liquor Stores	\$ 424,223
Pharmacies and Drug Stores	\$ 115,572,483
Cosmetics and Beauty Supply Stores	\$ 2,320,128
Book Stores	\$ 611,718
Department Stores	\$ 1,275,857
<b>Total</b>	<b>\$ 179,224,891</b>

The retail surpluses confirm that Jonesville is attracting a disproportionate amount of retail sales in these categories and potential exists to attract additional retail and restaurant establishments to take advantage of the additional business potential.

Below are two tables showing the projected sales growth in different commercial categories. This information can help your recruitment process.

## 5-Mile Measurement

Jonesville Demand Growth by Retail Store Types				
Primary Trade Area: 5 Mile Radius				
Business Type	2024	2029	Growth	Compound
	Demand	Demand	\$	Rate (%)
Furniture Stores	\$ 2,767,796	\$ 3,037,968	\$ 270,172	2
Home Furnishings Stores	\$ 2,102,051	\$ 2,322,060	\$ 220,009	2
Electronics Stores	\$ 3,179,597	\$ 3,517,592	\$ 337,996	2
Paint and Wallpaper Stores	\$ 809,896	\$ 908,100	\$ 98,214	2
Home Centers	\$ 8,225,087	\$ 9,235,469	\$ 1,010,382	2
Hardware Stores	\$ 1,299,038	\$ 1,457,844	\$ 158,806	2
Nursery, Garden and Farm Supplies Stores	\$ 1,963,572	\$ 2,130,038	\$ 166,466	2
Grocery Stores	\$ 28,858,642	\$ 31,365,823	\$ 2,507,181	2
Beer, Wine and Liquor Stores	\$ 2,414,974	\$ 2,627,776	\$ 212,802	2
Pharmacies and Drug Stores	\$ 12,548,414	\$ 13,296,426	\$ 748,012	1
Sporting Goods Stores	\$ 2,089,251	\$ 2,240,547	\$ 171,296	2
Drinking Places	\$ 1,167,705	\$ 1,283,242	\$ 115,537	2
Full Service Restaurants	\$ 14,638,674	\$ 15,902,809	\$ 1,264,135	2
Limited Service Restaurants	\$ 12,236,922	\$ 13,258,762	\$ 1,021,840	2
<b>Total Sales</b>	<b>\$ 94,301,609</b>	<b>\$ 102,584,456</b>	<b>\$ 8,302,847</b>	



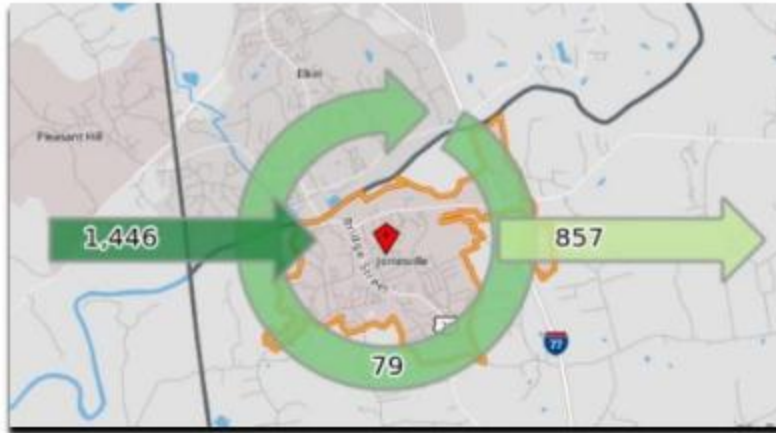
Note: The compound annual growth rate (CAGR) is the annualized average rate of revenue growth between two given years, assuming growth takes place at an exponentially compounded rate. The most important factor in both charts is the amount of projected growth per category.

## 20-Minute Measurement

Jonesville Demand Growth by Retail Store Types				
Primary Trade Area 20-Minute Drive Time		DOWNTOWN POTENTIAL		
Business Type	2024	2029	Growth	Compound
	Demand	Demand	\$	Rate (%)
Furniture Stores	\$ 7,796,019	\$ 8,493,014	\$ 696,995	2
Home Furnishings Stores	\$ 5,876,694	\$ 6,476,284	\$ 599,590	2
Appliance Stores	\$ 2,061,627	\$ 2,253,913	\$ 192,287	2
Electronics Stores	\$ 8,997,317	\$ 9,856,912	\$ 859,595	2
Home Centers	\$ 23,170,438	\$ 25,750,337	\$ 2,579,899	2
Paint and Wallpaper Stores	\$ 1,857,090	\$ 2,085,588	\$ 228,497	2
Hardware Stores	\$ 3,660,531	\$ 4,065,202	\$ 404,671	2
Nursery, Garden and Farm Supply Stores	\$ 5,526,517	\$ 5,961,844	\$ 435,326	2
Grocery Stores	\$ 82,496,281	\$ 88,691,609	\$ 6,195,326	1
Specialty Food Stores	\$ 2,367,399	\$ 2,555,789	\$ 188,389	1
Beer, Wine and Liquor Stores	\$ 6,920,148	\$ 7,449,592	\$ 529,444	1
Pharmacies and Drug Stores	\$ 35,572,891	\$ 37,196,865	\$ 1,623,973	1
Cosmetics and Beauty Supply Stores	\$ 2,596,174	\$ 2,717,740	\$ 122,566	1
Sporting Goods Stores	\$ 5,827,269	\$ 6,264,319	\$ 437,051	1
Hobby, Toy and Game Stores	\$ 2,078,161	\$ 2,251,721	\$ 173,561	2
Pet and Pet Supply Stores	\$ 2,642,360	\$ 2,819,351	\$ 176,991	1
Drinking Places	\$ 3,251,975	\$ 3,543,288	\$ 291,313	2
Full Service Restaurants	\$ 41,249,732	\$ 44,514,750	\$ 3,265,017	2
Limited Service Restaurants	\$ 34,593,562	\$ 37,256,494	\$ 2,662,932	1
<b>Total Sales</b>	<b>\$ 278,542,185</b>	<b>\$ 300,204,612</b>	<b>\$ 21,663,423</b>	

Note: The compound annual growth rate (CAGR) is the annualized average rate of revenue growth between two given years, assuming growth takes place at an exponentially compounded rate. The most important factor in both charts is the amount of projected growth per category.





Source: U.S Census on the map

#### Worker Inflow and Outflow

- 1,446 workers enter Jonesville daily.
- 79 workers live and work in Jonesville daily.
- 857 workers exit Jonesville daily for employment.
- 68% more workers enter Jonesville than exit daily.
  - These are all potential Jonesville consumers.

#### Jonesville challenges

- \$26,044 Median HH Income (U.S. Census 2022)
- 26.1% poverty rate
  - Twice the NC rate of 12.8%

#### Tourism and Highway Access

The seven area wineries, nearby Stone Mountain State Park (350,000 annual visitors) Pilot Mountain State Park (1.1 million annual visitors) and I-77 access are positive considerations for businesses considering locating in Jonesville. The location of a Cracker Barrel restaurant shows the area attracts patrons beyond the Jonesville and Elkin populations. Efforts should be made to attract restaurants and other tourism-related businesses to Jonesville.

#### Retail Gaps and Projected Growth (Claritas 20-minute drive time measurement)

Category	Retail Gaps	Projected Growth (2024-29)
Full-Service Restaurants	\$5,535,947	\$3,295,017
Limited-Service Restaurants	\$6,671,705	\$2,662,932
Drinking Places	\$3,328,117	\$ 291,313



Jonesville, and nearby Elkin, producing these surpluses shows they are drawing consumers beyond their population to support existing establishments. The data shows that significant growth is projected in these categories between 2024 and 2029.

The above data can be used to help recruit businesses to Jonesville to meet the unmet potential and reduce the retail gap or leakage. The priorities are to first retain, then expand and finally to recruit new businesses. The categories that show the most potential should be focused on first, especially within the 5-mile radius of Jonesville. This data can help existing businesses realize there may be potential to expand to capture additional retail sales.

### Tapestry Segmentation identified by ESRI On-Line Business Analyst

We find that studying the Tapestry Segments helps to identify a retail mix based on demographics that could enhance the shopping experience. Tapestry Segmentations provide detailed descriptions of America's neighborhoods. U.S. residential areas are divided into 67 distinctive segments based on their socioeconomic and demographic composition, then further classifies the segments into LifeMode and Urbanization Groups. Each radius has numerous LifeMode groups for a total of 100%. The detailed information can give Jonesville a sense of who its customer is and insight into how to market to and what types of products to possibly add to existing inventory. By diving deeper into each Tapestry Segment's LifeMode and Urbanization Group there may be an entirely new business that could emerge and possibly be a good fit for downtown.

The information provided reflects the U.S. characteristics. The table below shows the top three segments for each category with brief descriptions. Detailed descriptions are obtained by going to the raw ESRI data's Tapestry information and clicking on each segment for the specific drive times. Visit <http://doc.arcgis.com/en/esri-demographics/data/tapestry-segmentation>

### Top 3 Tapestries for each location

Total Community		5-mile radius		20-minute drive time	
Heartland Communities	35.5%	Small Town Sincerity	18.9%	Southern Satellites	29.8%
Small Town Sincerity	32.2%	Rooted Rural	18.7%	Rooted Rural	28.2%
Rural Bypasses	31.9%	Mid-Life Constants	17.9%	Heartland Comm.	13.2%

Heartland Communities is the largesse segment for the entire Jonesville community. Small Town Sincerity is the second largest segment for the entire Jonesville community and the first largest segment for those living within 5 miles of the community. Rooted Rural is the second largest segment for those living within a 5-mile radius of and 20-minute drive time to the Jonesville community. Each of these segments will be addressed below:



<b>Heartland Communities</b>	Total Households (U.S.)	2,850,600
	Average Household Size	2.39
	Median Age	42.3
	Average HH Income	\$42,400

#### WHO ARE WE?

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

#### SOCIOECONOMIC TRAITS

- Retirees in this market depress the average labor force participation rate to less than 60%. More workers are white collar than blue collar; more skilled than unskilled.
- The rural economy of this market provides employment in the manufacturing, construction, utilities, healthcare, and agriculture industries.
- These are budget-savvy consumers; they stick to brands they grew up with and know the price of goods they purchase. Buying American is important.
- Daily life is busy but routine. Working on the weekends is not uncommon.
- Residents trust TV and newspapers more than any other media.
- Skeptical about their financial future, they stick to community banks and low-risk investments.

<b>Small Town Sincerity</b>	Total Households (U.S.)	2,305,700
	Average Household Size	2.26
	Median Age	40.8
	Average HH Income	\$31,500

#### WHO ARE WE?

Small Town Sincerity includes young families and senior householders that are bound by community ties. The lifestyle is down-to-earth and semirural, with television for entertainment and news, and emphasis on convenience for both young parents and senior citizens. Residents embark on pursuits including online computer games, renting movies, indoor gardening, and rural activities like hunting and fishing. Residents keep their finances simple— paying bills in person and avoiding debt.

#### SOCIOECONOMIC TRAITS

- Education: 67% with high school diploma or some college.
- Labor force participation lower at 52%, which could result from lack of jobs or retirement.
- Income from wages and salaries, Social Security or retirement, increased by Supplemental Security Income.
- Price-conscious consumers that shop accordingly, with coupons at discount centers.



- Connected, but not to the latest or greatest gadgets; keep their landlines.
- Community-oriented residents; more conservative than middle of the road.
- Rely on television or newspapers to stay informed

<b>Rooted Rural</b>	Total Households (U.S.)	2,430,900
	Average Household Size	2.48
	Median Age	45.2
	Average HH Income	\$42,300

#### WHO ARE WE?

Rooted Rural is heavily concentrated in the Appalachian Mountain range as well as in Texas and Arkansas. Employment in the forestry industry is common, and Rooted Rural residents live in many of the heavily forested regions of the country. This group enjoys time spent outdoors, hunting, fishing, or working in their gardens. Indoors, they enjoy watching television with a spouse and spending time with their pets. When shopping, they look for American-made and generic products. These communities are heavily influenced by religious faith and family history.

#### SOCIOECONOMIC TRAITS

- Shoppers use coupons frequently and buy generic goods.
- Do-it-yourself mentality; grow their own produce and work on their cars and ATVs.
- Pay bills in person and avoid using the internet for financial transactions.
- Often find computers and cell phones too complicated and confusing.
- Clothes a necessity, not a fashion statement; only buy new clothes when old clothes wear out.



## Walkscore

**Walk Score** Get Scores My Favorites Add to Your Site

Type an address, neighborhood or city **Go**

**1503 North Carolina 67**  
Jonesville, North Carolina, 28642  
Commute to **Downtown Jonesville**  
3 min 6 min 21 min View Routes

**Favorite** **Map** **Nearby Jonesville Apartments on Redfin**

Looking for a home for sale in Jonesville?

**Walk Score 35** **Car-Dependent**  
Most errands require a car.

**Bike Score 15** **Somewhat Bikeable**  
Minimal bike infrastructure.

[About your score](#)  
[Add scores to your site](#)

Visit <https://www.walkscore.com> for more information.

## Summary and Recommendations

### 1. Retail Gap

At both the 5-mile radius and 20-minute drive time measurement, retail gaps are seen in women's and family clothing, jewelry and drinking places. At only the 20-minute drive time measurement, retail gaps are seen in home furnishings, appliances, groceries, clothing accessories, hobby, toy and game stores, pet and pet supplies, full and limited-service restaurants.



## **2. Retail Surplus**

Retail surpluses are seen at both the 5-mile radius and 20-minute drive time measurements in furniture, electronics, home centers, paint and wallpaper, hardware, nursery and garden supplies, specialty foods, beer, wine and liquor, pharmacies, books and department stores. At only the 5-mile radius, retail gaps are seen in groceries, luggage and leather goods, sporting goods, florists, gifts, novelties and souvenirs, used merchandise, full and limited-service restaurants.

The 5-mile measurement includes Elkin retailers since it is less than a mile away from Jonesville. Tourism efforts are also reflected in some of these surpluses.

## **3. Tourism and Outdoor Recreation are keys to commercial development**

As was noted above, due to Jonesville's low median household income and relatively high poverty rate, the key to attracting commercial development will be the vibrant agritourism (wineries) and outdoor recreation (state parks, river and trails) which draw significant numbers of annual visitors to Jonesville and neighboring communities.

A business recruitment fact sheet that highlights Jonesville's tourism assets will be part of these reports. The fact sheet can be modified to show specific properties Jonesville will want to market to prospective business owners.

## **4. Walkability and Bikeability**

The Jonesville Walkscore of 35 is below average. Concerning bikeability, Jonesville scores 15, also below average. You will want to work with the local NCDOT division to incorporate bike lanes into their streets in downtown as well as those controlled by the Town of Jonesville.

According to a study by real estate advising company Robert Charles Lesser & Co., homebuyers are increasingly looking for green space and trail systems for walking, running and biking. In fact, green space and trail systems were the No. 1 and No. 2 desirable community features in this referenced article---Source: New Home Source:

<https://www.newhomesource.com/learn/top-community-amenities/>

The list is below:

Parks and green spaces

Paved trail systems for walking, jogging, biking, etc.

Main street village centers with retail services and cafes for gathering and socializing.



Trails, parks and a gathering area for residents should be priorities for Jonesville to take advantage of those who are seeking to move to North Carolina. These amenities will help attract new residents.

#### 5. Business Resources

Former Main Street Director Diane Young created the Downtown Directors' Guide to Working with Development Projects--<https://www.ncmainstreetandplanning.com/economic-vitality>-- an invaluable resource for downtown revitalization. Hilary Greenburg of Greenburg Development Services has created business recruitment and retention guides. They are both available on the Main Street and Rural Planning Center web site. All these resources are recommended.

There is additional Claritas retail data and the U.S. Census Quickfacts report to support your retail recruitment efforts.

If you have any questions concerning the above information, do not hesitate to contact Downtown Development Specialist Mike Dougherty at [mike.dougherty@commerce.nc.gov](mailto:mike.dougherty@commerce.nc.gov) or 919-923-6645.

Sources: Claritas Retail Data

<http://doc.arcgis.com/en/esri-demographics/data/tapestry-segmentation>

Surry County map—Glen Locascio, NC Department of Commerce



# DISCOVER JONESVILLE NORTH CAROLINA

## Invest in Jonesville, NC

Located at exit #82 on Interstate 77 in Yadkin Valley  
33,500 vehicles Daily Traffic Count

Tourism is a Key Jonesville Industry

7 vineyards only 8 miles apart near Jonesville (Yadkin County has the largest concentration of NC Wineries)

Yadkin River: Tubing, canoeing and kayaking outfitter located in Jonesville

State Parks nearby

Stone Mountain State Park (350,000 annual visitors-28 minutes away)

Pilot Mountain State Park (1.1 million annual visitors-45 minutes away)

Blue Ridge Parkway

Jonesville Greenway

Lake Hampton

Mountains to Sea Trail

Existing Commercial Development:

### Restaurants

Cracker Barrel

11 Local restaurants

5 Fast food restaurants

### Hotels (80% occupancy throughout the year)

Quality Inn

Hampton Inn

Best Western

Budget Inn

Business Potential: Business escaping to neighboring communities.

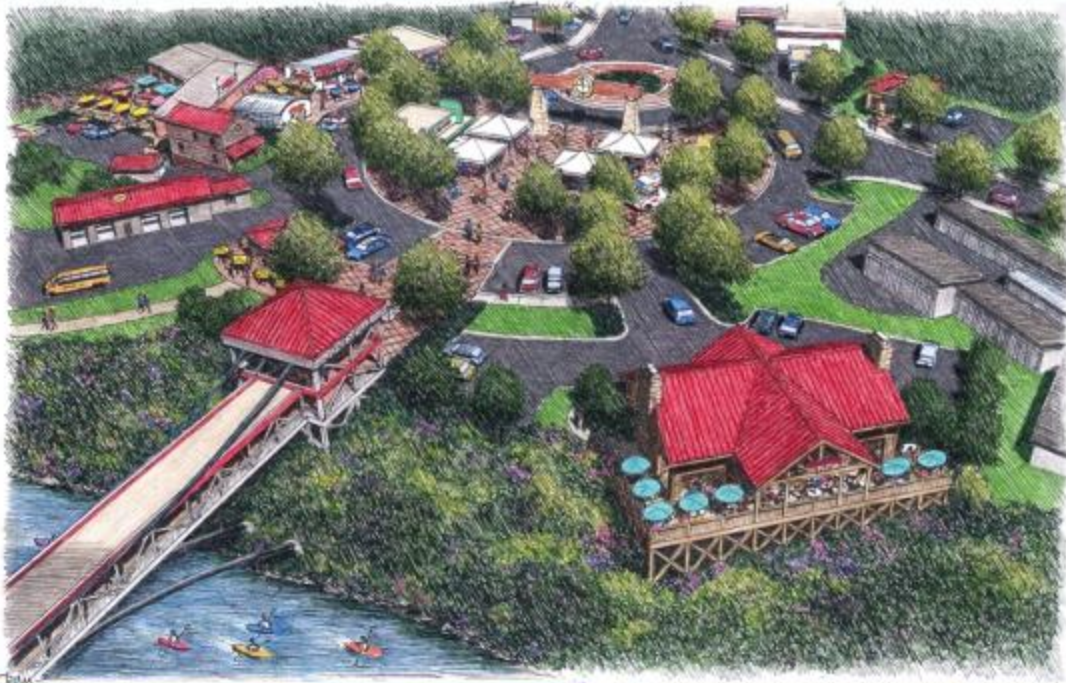
(Source-Claritas 2024)

<u>Category</u>	<u>5-Mile Radius</u>	<u>20-minute Drive Time</u>
Women's Clothing	\$ 793,266	\$ 2,923,603
Family Clothing	\$ 3,700,454	\$ 11,859,449
Jewelry	\$ 1,038,192	\$ 3,328,117
Drinking Places	\$ 1,088,980	\$ 3,064,287
Appliances		\$ 883,652
Groceries		\$ 12,556,870
Clothing Accessories		\$ 948,000
Hobby, Toy and Game		\$ 573,923
Pets and Pet Supplies		\$ 723,370
Full-Service Restaurants		\$ 5,535,947

## Appendix 4: Jonesville Project Vision Boards: Uptown Jonesville Concept: Highlighted Actions/Projects

**Action 2.2.4:** Consider rebranding Uptown Jonesville to the Uptown Jonesville River District to better connect the district to the Yadkin River asset/proximity/outdoor recreation.

**Action 2.2.5:** Consider refining the Uptown Jonesville plan to include a residential component above the retail/restaurant spaces. This would enable Jonesville to offer riverfront living opportunities overlooking the Yadkin with a view of downtown Elkin.



Town of Jonesville



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Creating Outdoor Recreation Economies

## Appendix 5: Jonesville Project Vision Boards: Lila Swaim Park: Highlighted Actions/Projects

**Action 1.2.1:** Pursue conception of a site plan to evaluate space, uses, and needs for facilities and amenities at Lila Swaim Park. See Vision Board in appendix 5 on page 50 of this document for Lila Swaim Park design inspiration.



Town of Jonesville

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Creating Outdoor Recreation Economies

## Appendix 6: Elkin Jonesville Yadkin River Greenway (MST) from the Yadkin Valley Regional Bike Plan

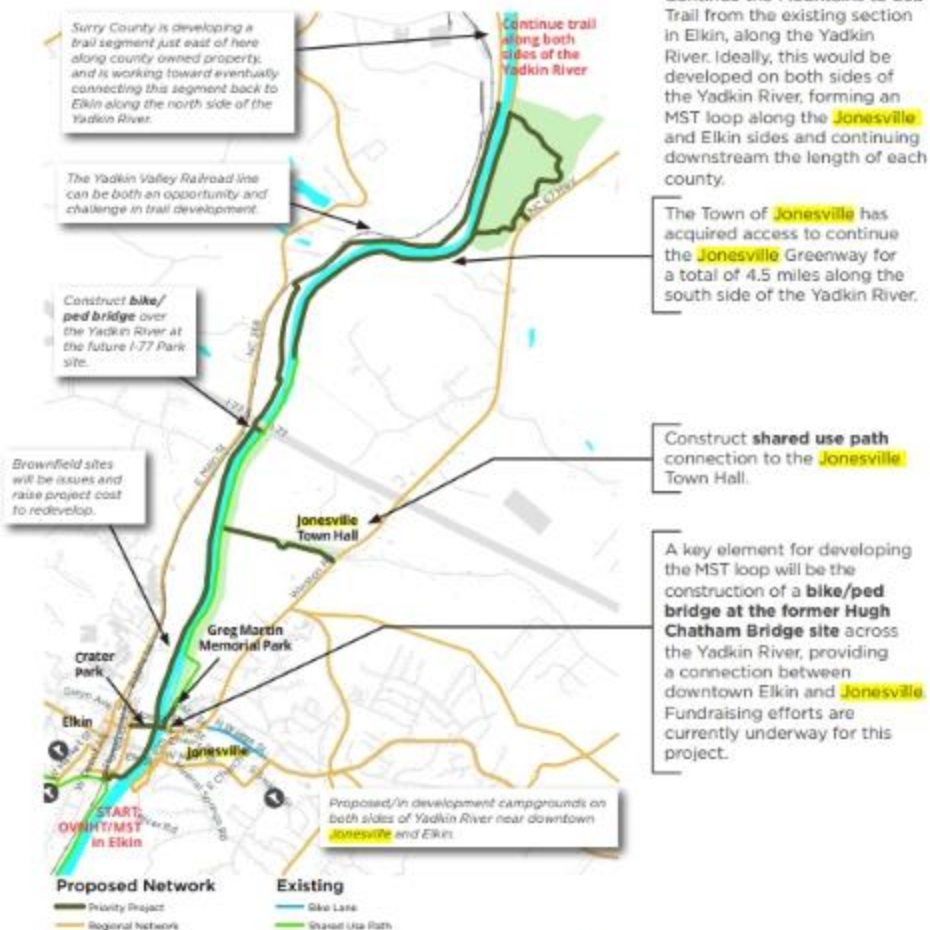


### F ELKIN & JONESVILLE YADKIN RIVER GREENWAY (MST)

**FROM:**  
Elkin/Jonesville MST

**TO:**  
Yadkin River Surry/Yadkin Counties

**LENGTH:**  
8.3 Miles



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Town of Jonesville

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Creating Outdoor Recreation Economies

## Appendix 6: Elkin Jonesville Yadkin River Greenway (MST) from the Yadkin Valley Regional Bike Plan



### F ELKIN & JONESVILLE YADKIN RIVER GREENWAY (MST) (CONTINUED)

#### TRIP GENERATORS:

- Overmountain Victory Trail
- Jonesville Greenway/MST
- Elkin Municipal Park
- Crater Park
- Downtown Elkin
- Downtown Jonesville
- Jonesville Town Hall

#### SUPPORT IN OTHER PLANS:

- Mountains to Sea State Trail Sub Section Plan: Stone Mountain to Pilot Mountain State Park (2014)
- Elkin 2030 Comprehensive Town-Wide Master Plan (2019)
- Jonesville Pedestrian Plan (2015)
- Yadkin County Comprehensive Transportation Plan (2014)
- Surry County Comprehensive Transportation Plan (2012)

#### POTENTIAL ROW NEEDS:

- ROW needed for much of the proposed trail section in Elkin

#### DESIGN OPTIONS AND CONSIDERATIONS:

Below is a graphic from page 71 of the Mountains to Sea State Trail Sub Section Plan: Stone Mountain to Pilot Mountain State Park, showing the MST loop along both sides of the Yadkin River between Elkin and Jonesville.

#### JURISDICTIONS:

- Town of Elkin
- Town of Jonesville
- Surry County
- Yadkin County

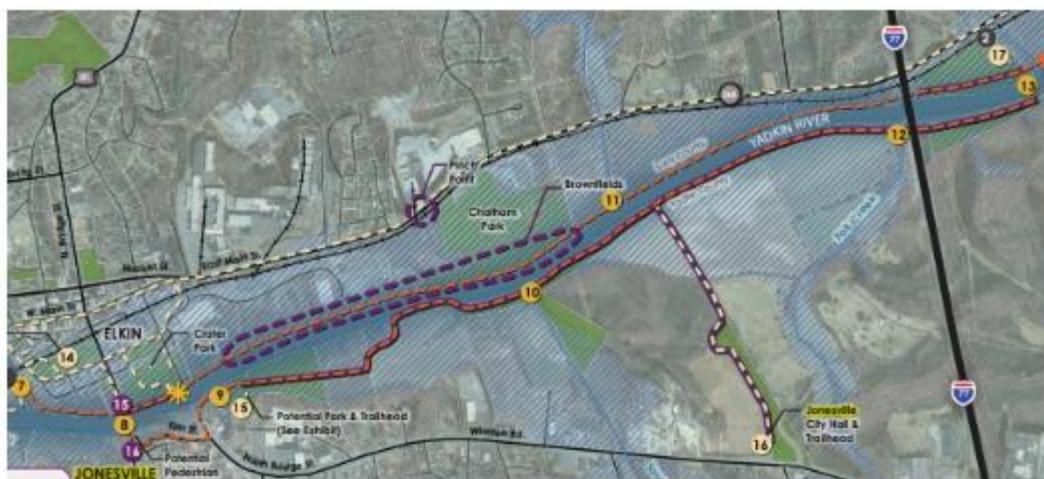
#### POTENTIAL PARTNERSHIPS:

- Town of Elkin
- Town of Jonesville
- Surry County
- Yadkin County
- Piedmont Triad Regional Council
- Elkin Valley Trails Association
- Friends of the Greenway - Jonesville
- Friends of the Mountains to Sea Trail
- NCDOT
- Downtown businesses
- NC State Parks

#### ESTIMATED CONSTRUCTION COSTS:

For section along Yadkin River, Front St to I-77 (excluding bridge over the river); Jonesville Greenway to Jonesville Town Hall; and sidepath along Main St/US 21B, Commerce St to Elm St (3.7 miles total):

- Est. base project cost: \$4,500,000



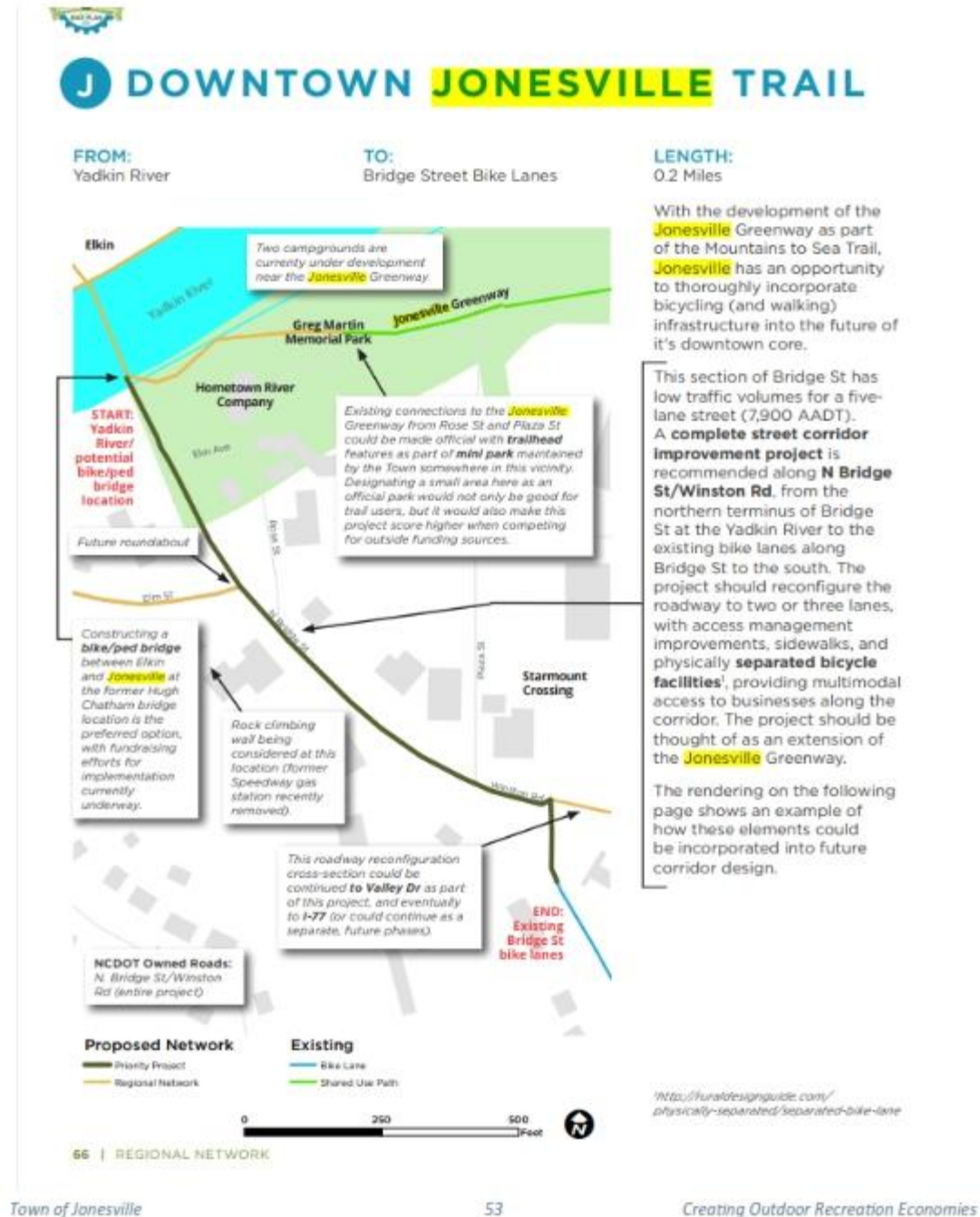
REGIONAL NETWORK | 59

Town of Jonesville

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Creating Outdoor Recreation Economies

## Appendix 7: Downtown Jonesville Trail from the Yadkin Valley Regional Bike Plan



## Appendix 7: Downtown Jonesville Trail from the Yadkin Valley Regional Bike Plan



### J DOWNTOWN JONESVILLE TRAIL (CONTINUED)

#### TRIP GENERATORS:

- Jonesville Greenway/MST
- Downtown Jonesville businesses
- Residential areas adjacent to the corridor

#### SUPPORT IN OTHER PLANS:

- Jonesville Pedestrian Plan (2015)
- Yadkin County Comprehensive Transportation Plan (2014)
- Mountains to Sea State Trail Sub Section Plan: Stone Mountain to Pilot Mountain State Park (2014)

#### POTENTIAL ROW NEEDS:

- None

#### JURISDICTIONS:

- Town of Jonesville

#### POTENTIAL PARTNERSHIPS:

- Town of Jonesville
- Downtown businesses
- Friends of the Greenway - Jonesville
- NCDOT
- Piedmont Triad Regional Council
- Dogwood Health Trust

#### ESTIMATED CONSTRUCTION COSTS:

- Est. base project cost: \$510,000
- Est. additional cost option 2: mill and overlay: \$240,400

#### DESIGN OPTIONS AND CONSIDERATIONS:

The photo simulation below shows examples of recommended elements - bicycle and pedestrian facilities that are physically separated from the roadway, access management, and other streetscape elements.



Town of Jonesville



## CITIZENS' BUDGET GUIDE



## INTRODUCTION

Welcome to the Town of Jonesville's Annual Budget. Jonesville, a family-friendly town, located in Yadkin County. The Town rests on the Yadkin River in the foothills of the Blue Ridge Mountains and is centrally located to Winston-Salem, Charlotte, and Boone just right off of Interstate 77.



Within driving distance one can attend several universities namely Surry Community College, with a campus located in Yadkin County, Forsyth Technical Community College, Winston-Salem State, Appalachian State University and Wake Forest University. The Town offers a wonderful place to see nature in all its glory from wildflowers to red-tailed hawks as you walk, run or bike the Jonesville Greenway Trail alongside the Yadkin River.

## GOVERNANCE

Date of Incorporation	1811
Name Changed to Jonesville	1815
Merged with Arlington	2001
Area	2.9 miles
Form of Government	Council-Manager

Through this document, both as citizens and employees, our goal is to convey the daily activities of the Town government. It is our goal to preserve and enhance a safe, clean family-friendly quality of life for all in Jonesville.

This budget serves four basic functions for Town Council, staff, the citizens and others. First the Town Council sets this document as policy to staff showing priorities and issues for the upcoming fiscal year. Secondly, it is as an operations guide in developing goals and objectives

for the new year to monitor and evaluate progress toward those goals for staff. The budget is a financial device giving projection of revenues and expenditures; authorizing expenditures and the means for financing them; and, is a control for spending limits. Furthermore, the budget serves as a way to communicate to citizens how public money is spent and what is to be accomplished with those expenditures. It is the hope of Council and staff that readers of this document have a better understanding of the funds expended and services offered during Fiscal Year 2025-2026.

As staff work daily providing services to all citizens, we will strive to embrace the following values of personal conduct to fulfill the mission of: “Providing professional and quality services, being good stewards of public resources, creating a family-friendly environment for citizens and with all which we come into contact.” The core values are respect, integrity, safety and customer service.



## BUDGET OVERVIEW

State law defines an annual budget as “a proposed plan for raising and spending money for specified programs, functions, activities or objectives during a fiscal year.” While this definition may seem simple, budgets usually contain a considerable amount of detailed information. The budget is intended to establish policy direction, but it also serves the citizens by providing an understanding of the Town’s operating fiscal programs. It reflects the Town’s commitment to maintain and improve the quality of services while keeping the impact of taxes to citizens at a minimum. That level of detail can prove to be a bit intimidating and difficult to comprehend. However, the fact remains that a budget exists as the single most comprehensive guide to the services provided for the citizens. Understanding how a budget is created and adopted and recognizing the key components of the budget document can go a long way in assisting the citizen in becoming “budget literate.”

The purpose of this guide is to provide you, the citizen, with that information.

The Town operates under an annual budget ordinance adopted in accordance with the provisions of the Local Government Budget and Fiscal Control Act. The budget ordinance is the legal basis of the budgetary accounting system and the standard by which proposed expenditures are measured. The balanced budget ordinance must be adopted prior to the beginning of the fiscal year. North Carolina municipalities operate under a July 1 – June 30 fiscal year. The budget must be adopted by June 30th of each year. The spending for the coming year is authorized through the Town Council’s adoption of a budget ordinance. This action authorizes the spending, assures that the budget is balanced and levies the property tax for that budget year. The budget is considered balanced when estimated net revenues equals expenditures. Under North Carolina law, local property taxes may not be changed mid-year. By law, each year, a public hearing is held by the Council to receive comments on the recommended budget. That hearing is usually held in June. Throughout the budget review period, copies of the recommended budget are kept on file for public review in the Town Clerk’s office. We urge you to take the time to review this budget.

The budget is adopted on a departmental basis and is prepared using the modified accrual method of accounting for all funds. This accounting approach recognizes revenues when they become measurable and expenditures at the time the liability is incurred. All monies received and expended must be included in the budget ordinance. Departmental appropriations that have not been expended by the end of the fiscal year shall lapse.

## BUDGET FUND STRUCTURE

The Town of Jonesville consists of different fund types, namely Governmental Funds and Proprietary Funds.

Governmental Funds are used to account for those functions reported as governmental activities. Most of the Town's basic services are accounted for in governmental funds. Enterprise Funds are used to report on the same functions presented as business-type activities. The Town uses an enterprise fund to account for its water activity.



## BUDGET FORMAT

Government resources are allocated in individual funds based upon the purposes for which they are to be spent and the means by which spending activities are controlled. This segregation of revenues and costs allows close monitoring of accounts to provide insurability that certain funds are self-supporting and that revenues that are earmarked by law for specific purposes are identifiable. The Town's Operating Budget consists of the following funds:

**General Fund** - The General Fund includes most of the Town's basic services such as Administration, Police, Streets, Sanitation and Parks. Property taxes, state, and federal funds finance most of these activities.

**Enterprise Funds** – Enterprise Funds include business type activities the Town charges customers to provide services, which include water and sewer. Though the Town bills for sewer they do not provide the service. The Yadkin Valley Sewer Authority provides all sewer services to the citizens of Jonesville.

**Accommodation Tax** – The Tourism Authority Fund consists of the levying of a tax on all gross receipts from the rental of accommodations within the corporate limits of the Town. The Town collects six percent on the gross receipts of accommodations to be used for Tourism Promotion and related expenses. These funds are managed by the Jonesville Tourism & Development Authority who reports to the Town Council monthly regarding the financial status of these funds.

**Special Revenue Funds** – These funds are designated for restricted or reserved funds, used for a specific purpose.

## REVENUES

Revenues are shown by sources and by funds. Accurate revenue estimates are dependent upon correct classification because each revenue is affected by different factors. Projections can be more accurate when revenues are segregated by source and controlled accordingly.

*The major revenues by source are as follows:*

**Ad Valorem Taxes** - also known as property taxes, includes the collection of current year, prior year, and interest on delinquent taxes.

**Tax & License** - including the Motor Vehicle Tax, Privilege License Tax, and Franchise Tax.

**Unrestricted Intergovernmental** - Federal, state, and local financial assistance which may be used for any general fund expenditure including Inventory Tax Reimbursement, Utility Franchise Tax, Intangibles Tax Reimbursement, Beer and Wine Tax, Local Option Sales Tax and Gasoline Tax.

**Restricted Intergovernmental** - Federal, state, and local financial assistance that may only be used for certain designated expenditures such as streets or storm water repair. The Occupancy Tax, Powell Bill Allocation, and Grants Funds are examples of revenues restricted for only certain expenditures.

**Permits and Fees** - Various permits and fees charged in return for specific services rendered include Planning/Zoning Fees and Civil Citation Fees.

**Sales and Service** - Revenue received from the sale of property or other merchandise.

**Investment Earnings** - Revenue derived from the investment of idle cash.

**Miscellaneous** - Includes revenue sources received for incidental purposes.

**Appropriated Fund Balance** - The amount available to appropriate from the previous year-end cash balances. For clarity purposes, certain restricted revenues are indicated separately from the overall appropriated fund balance.

## EXPENDITURES

Expenditures are shown in the budget classified by funds from which they are paid, by departments spending the money, by the functions for which the expenditures are made and by the object of expenditures that provides greater detail for controlling expenditures.

Funds are appropriated at adequate levels in order to maintain or improve the quality and the level of service that has been provided in the past.

Expenditures by object are divided in three major categories – personnel services, operating expenditures and capital outlays. These categories are summarized below:

**Personnel Services** - Expenses that can be directly attributed to the individual employee. These expenses would include salaries, insurance benefits, retirement, FICA, 401K and worker's compensation. The cost of salaries, insurance benefits, retirement, FICA, and worker's compensation have been budgeted within each operating department to give a more accurate cost of departmental operations.

**Operating Expenses** - Costs other than personnel and capital outlay that are required for the operations of the Town. Operational line-item expenditures are directly affected by inflationary trends, increased service demands and enforcement of government regulations.

**Capital Outlay** - Expenditures for the purchase of land, machinery, equipment, furniture and fixtures that are too permanent in nature to be considered expendable at the time of purchase. The capital items should have a value of \$5,000.00 or more with an expendable life of one year or more.

## THE BUDGET PROCESS

The Town mission statement, statement of values, and goals and initiatives are utilized by departments in the development of the Operating Budget requests. At the Budget Kick-Off meeting, held in March, the Interim Town Manager presented Department Heads with information regarding the upcoming budget process. The departments then develop narratives, their portion of the operating requests, and "special requests" such as positions, vehicles, computer equipment, and facility upgrades/repairs. The Interim Town Manager supplied Department Heads with a budget packet containing dates, forms, prior year budgeted, and actual figures needed to provide their requested funds for the upcoming fiscal year. Departments submit their operating and capital requests in March.

**Preparation of Estimating** – Departmental expenditures is the primary responsibility of the Department Head. When budgeting expenditures, the basic requirements are to request sufficient funding to adequately operate the department and to request funding at the lowest reasonable level in order to achieve the departmental goals and objectives.

**Consolidate** - The departmental requests are submitted to the Interim Town Manager in order to consolidate the individual departmental requests and the revenue projections into an overall budget. At this point the focus of attention shifts from the departmental basis to the fund basis. Departmental Capital Outlay requests are analyzed, and the formal budget reviews begin.

**Evaluate** – The evaluation of service priorities and objectives is an important step in developing a fiscal plan that will achieve the Town’s program of service for the ensuing year.

The budget document should reflect the service and priorities of the Town Council. The service needs of the community are determined through public meetings and feedback through the Town Council. A comprehensive review of service needs compared to departmental goals and objectives will be analyzed by the Interim Town Manager.

**Balanced Budget Proposed** – After the Town’s priorities have been established a budget for funding must be formulated. Through careful assessment of funding requirements and financing elements, a proposed budget document is organized into final format and submitted to the Town Council for legislative review.

**Legislative Review** - The Town Council reviews the budget thoroughly, department by department, with the Interim Town Manager during special budget workshops. The Town Council reviews departmental goals and objectives at this time to ensure their adherence to Town goals and policies. A copy of the proposed budget with recommended legislative changes will be filed with the Town Clerk for public inspection and a public hearing will be scheduled prior to the formal adoption of the budget.

**Budget Adoption** - The adoption of the annual operating budget is the ending to multiple reviews of budget proposals by Department Heads, Administration, and the Town Council. Adoption of the budget by the Town Council establishes the legal authority to incur expenditures in the ensuing fiscal year.

**Budgetary Control** - Formal budgetary accounting is employed as a management control for all funds of the Town. Annual budget ordinances are adopted each fiscal year and amended as required for all funds. Project sub-funds within the capital project and reserve funds have budgets that span more than one fiscal year that are adopted and amended as required. Budgetary control is exercised both at the departmental level, with the adoption of the budget by the Town Council, and at the line-item level through accounting controls. Supplemental appropriations that amend the total expenditures of any line item or fund in the adopted budget ordinance require a resolution by the Town Council. All unencumbered budget appropriations, except project budgets, lapse at year-end.

The Budget Officer must approve increases and decreases within functions. The Budget Officer may also approve inter-functional transfers, within the same fund, not to exceed 10% of the appropriated monies for the department whose allocation is reduced. By law the Town Council must be informed of such transfers at its next regular meeting.

As required by North Carolina law, the Town maintains encumbrance accounts, which are considered to be “budgetary accounts.” Encumbrances outstanding at year-end represent the estimated amounts of the expenditures ultimately to result if unperformed contracts in process at year-end are completed. Encumbrances outstanding at year-end do not constitute expenditures or liabilities because the commitments will be honored during the subsequent year.

**Budget Officer:** As mandated by state statute, the Town Manager serves as Budget Officer.

## **THE BUDGET AMENDMENT PROCESS**

The Budget Officer is authorized to transfer amounts between line-item expenditures within the departments without limitation and without a report being required. The Budget Officer may transfer amounts up to 10% of the budgeted total between departments, within the same fund. The Budget Officer must make an official report on such transfer at the next regular meeting of the Council. Budget Officer may not transfer any amounts between funds, except as approved by the Town Council in the budget ordinance and as amended.

## **Town of Jonesville FY 2025-2026 Budget Calendar**

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<b>February</b>	Schedule Council Retreat to determine concerns and goals of Town Council. Email to staff budget criteria, distribute Budget Worksheets, budget timetable, and hand out departmental worksheets.
<b>February – April</b>	Town Council budget workshops. Interim Town Manager presents proposed budget for discussion to Town Council.
<b>March</b>	<p>Interim Town Manager prepares revenue estimates, departmental salaries and benefits, fixed utility charges, debt payments and emails out non-profit spreadsheet and requirements to those who requested.</p> <p>Departments prepare budget requests including all departmental and capital expenditure. Department Heads then meet with Interim Town Manager to discuss budget requests.</p> <p>Departmental and capital expenditure requests due to Interim Town Manager from Department Heads, including quotes and backup information on requests.</p> <p>Non-profit requests including operational expenditures due to Interim Town Manager.</p>
<b>April</b>	Interim Town Manager reviews requests by Department Heads and prepares first draft of budget for submittal to the Town Council.
<b>May 12</b>	Presentation of Recommended Budget and Budget Message to Town Council and Public, set date of June 9, 2025, at 7:00 pm for public hearing on the FY 2025-2026 Recommended Budget.
<b>May 16</b>	Publish legal notice in media by May 16, file copy with Clerk to Town Council; Recommended Budget remains open for public review until Budget Ordinance is adopted.
<b>June 9</b>	Public Hearing Monday, June 9, 2025, at 7:00 pm. (date subject to change)



## FISCAL MANAGEMENT POLICIES

**Financial Management Policies** - Financial Management Policies serve as guidelines for the preparation and operation of the annual budget. They are designed to complement the North Carolina Local Government Budget and Fiscal Control Act, recommendations of the Local Government Commission (LGC), and the Government Finance Officers Association. These policies were developed to be used to frame major policy initiatives and will be reviewed during each budget process to ensure continued relevance and to identify any gaps that should be addressed with new policies. These policies will assist in maintaining the Town's stable financial position and will ensure that the Town Council's intentions are implemented and followed.

## REVENUE POLICES

- ✓ The Town shall continue to provide adequate funds for stable operation of desired service levels through diversification of revenue sources to avoid overreliance on any one revenue source and to maintain stable rates and fees.
- ✓ The Town shall maximize user fees where possible in order to distribute the costs of municipal services to those who use the services; including users who may have tax exempt property; to avoid subsidizing where the service is not used by the general public, except where appropriate; and maintain charges that are equitable and efficient by capturing the costs to provide the service.
- ✓ All revenue sources will be reviewed on an annual basis, the levels of cost recovery will be reviewed, and the reasons for the subsidy will be reviewed.
- ✓ Use of one-time revenues is limited to covering expenditures that temporarily exceed revenues, early debt retirement, or capital purchases that do not significantly increase ongoing operating expenses.
- ✓ The percentage of collected property taxes estimated in the budget must not be greater than the percentage of the levy realized in cash as of June 30 of the preceding fiscal year, in accordance with State Law. This ensures a conservative estimate of property tax revenues.
- ✓ Estimated revenues shall include only those reasonably expected to be realized during the fiscal year.
- ✓ Grant funding will be pursued and used for a variety of purposes. Application to apply will be reviewed and evaluated for consistency with the Council's goals and compatibility with Town programs and objectives. All grants must be presented to the Town Council for consideration before application is made. Any awarded funds will be accepted only after the Council reviews and gives approval. Any changes in the original intended use of grant funds must be reconsidered by the Council.

## **EXPENDITURE POLICIES**

- ✓ The Town shall continue to prepare an annual balanced budget in accordance with the Local Government Budget and Fiscal Control Act, Generally Accepted Accounting Principles.
- ✓ Expenditures shall be reviewed by staff, the Interim Town Manager, and Town Council prior to adoption, and continually monitored throughout the budget year. Priority will be given to expenditures consistent with the Town's Mission Statement and those necessary to carry out the mandated and core services of the Town.
- ✓ Funding for non-profit agencies shall be consistent with Council's priorities and policies regarding non-profit funding request. No agencies will be considered for funding without a completed non-profit agency donation request application and all required documentation.

## **RESERVES**

- ✓ The Town shall maintain and strive to exceed a minimum undesignated, unreserved fund balance equal to the requirements of the Local Government Commission. At the close of business on June 30, 2024, the unassigned fund balance for the General Fund was \$1,712,165 or 71% of total General Fund expenditures for the fiscal year.
- ✓ Unreserved fund balances shall not be used to subsidize operating deficits but may be accumulated and used for non-recurring expenditures and pay-as-you-go capital expenditures.
- ✓ Reserves may be appropriated in operating budgets to a contingency account in an amount not to exceed 5% of the fund in order to meet unexpected increases in service delivery costs.

## **DEBT MANAGEMENT**

- ✓ The outstanding net debt will not exceed the NC Statutory Limit of 8% of the total assessed value of taxable property located within the Town's official boundaries.
- ✓ The legal debt margin for the Town of Jonesville as of June 30, 2024, was \$18,058,000.
- ✓ As of June 30 2024, the total amount of all outstanding debt was \$3,543,880.

## INTERNAL CONTROL POLICY

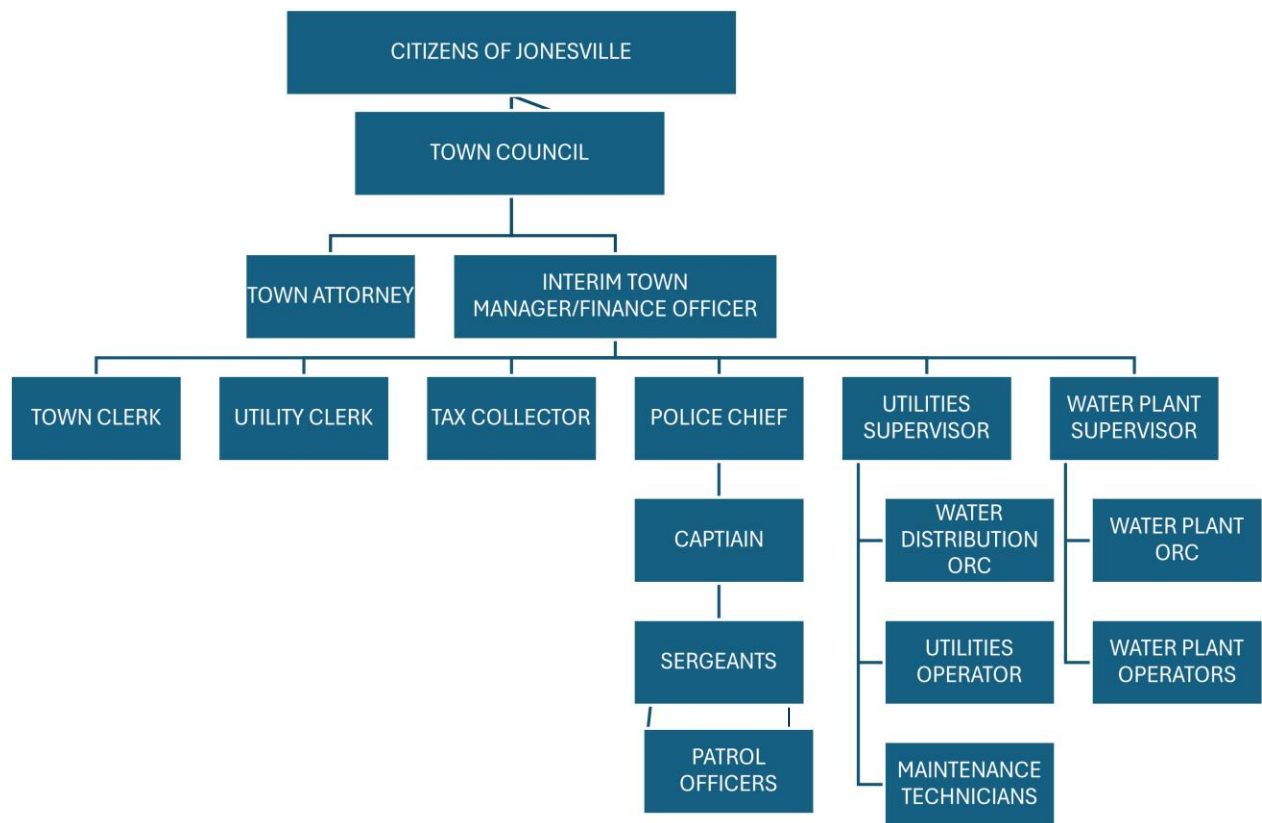
The Town of Jonesville has established an internal control policy to ensure compliance with all applicable laws and regulations. Internal control means a process affected by an entity's governing board, management and other personnel designed to provide assurance regarding the achievement of objectives in the following categories:

- ✓ Effectiveness and efficiency of operations
- ✓ Reliability of financial reporting
- ✓ Compliance with applicable laws and regulations; and
- ✓ Segregation of Duties.



# TOWN ORGANIZATION CHART





# BUDGETED POSITIONS



**FY 2025 – 2026 Adopted Budget Authorized**

**TOWN OF JONESVILLE  
BUDGETED POSITION CHART PAY SCALE  
FISCAL YEAR 2025 - 2026**

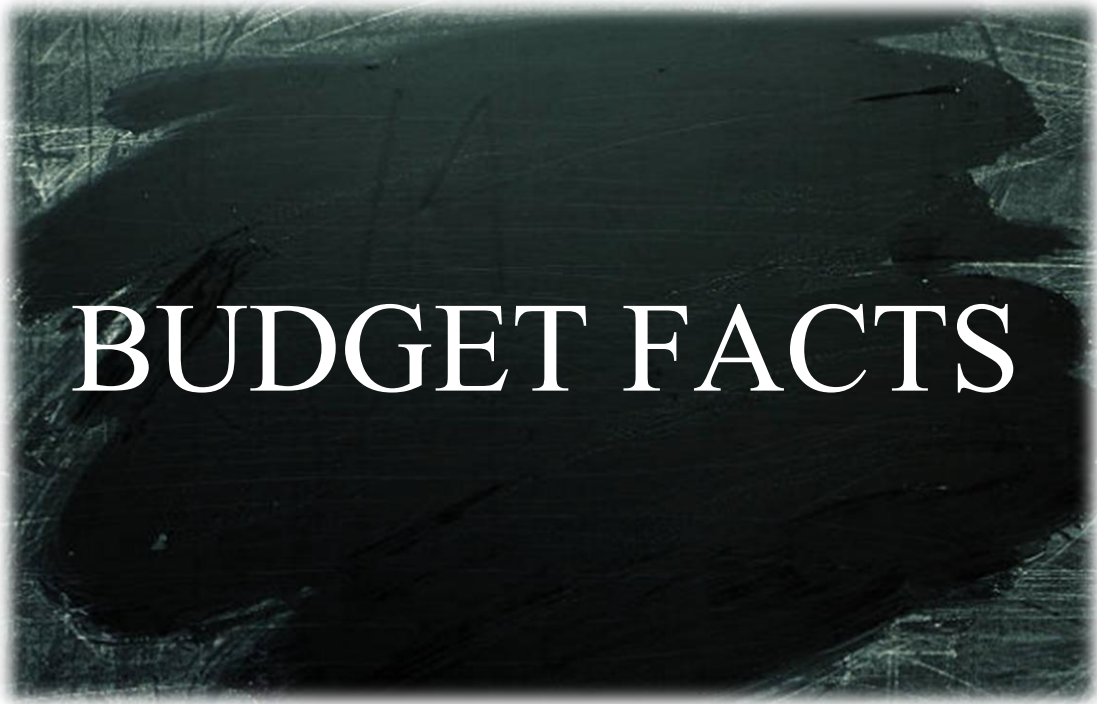
Salary Grade	Salary Range		Classification Title
	Minimum	Maximum	
1	\$31,200	\$37,985	General Maintenance Technician
1	\$31,200	\$37,985	Water Plant Technician
3	\$32,940	\$46,548	Utility Clerk
3	\$32,940	\$46,548	Tax Collector
3	\$32,940	\$46,548	Assistant to Town Manager
4	\$35,446	\$48,875	Public Works Operator
4	\$35,446	\$48,875	Water C Operator
5	\$36,317	\$51,320	Office Manager
5	\$36,317	\$51,320	Water B Operator
6	\$36,509	\$51,513	Water A Operator
7	\$36,900	\$53,533	Town Clerk
7	\$36,900	\$53,533	Utility Supervisor
8	\$41,000	\$56,581	Police Officer
9	\$42,000	\$58,581	Police Detective
9	\$42,000	\$58,581	Police Sergeant
10	\$43,000	\$60,556	Police Lieutenant
11	\$44,144	\$62,381	Police Captain
12	\$45,756	\$64,468	Water Distribution ORC
12	\$46,756	\$64,468	Water Plant ORC
13	\$51,103	\$72,214	Police Chief
13	\$51,103	\$72,214	Finance Officer
14	\$57,780	\$96,300	Town Manager
The Town of Jonesville FY 2025–2026 Adopted Budget Authorized Position Listing. There shall be no changes made to the schedule of authorized positions without consent from the Town Council. Furthermore, no changes to personnel funds within the appropriations set forth in the budget ordinance can be amended without consent by the Town Council.			

## FY 2025 – 2026 Adopted Budget Authorized Position Listing

The authorized position listing summarizes the net changes in positions for the fiscal years 2020-2021 through 2025-2026, effective July 1, 2025.

Current Full-Time Positions 25; Part-Time 1

Position	FY20/21	FY21/22	FY22/23	FY 23/24	FY24/25	FY25/26
Town Manager	1	1	1	1	1	1
Finance Officer/Town Clerk	1	1	1	1	1	0 (Manager is FO)
Town Clerk	1	1	1	1	1	1
Tax Collector	1	1	1	1	1(PT)	1(PT)
Utility Clerk	1	1	1	1	1	1
Office Manager	1	1	1	1	1	1
Assistant to the Town Manager	0	0	1	1	1	1
Police Chief	1	1	1	1	1	1
Police Captain	1	1	1	1	1	1
Police Sergeant	.5	1	1	2	2	2
Police Lieutenant	1	0	0	1	1	0
Police Detective	.5	1	1	0	0	0
Police Officer	6	6	8	6	6	7
Public Works Director	1	1	0	0	0	0
Utilities Supervisor	1	1	1	1	1	1
Public Works Operator	0	0	0	1	1	1
Maintenance Technician	2	2	2	1	2	2
Water Distribution ORC	1	0	1	1	1	1
Water Plant ORC	1	1	1	1	1	1
Water Plant Operator	3	3	3	3	3	3





## FUNDS

General Fund

Powell Bill Fund

Water Fund

Police Special Fund

Tourism Authority Fund

# GENERAL FUND

## Comes From

Ad Valorem Taxes  
Local Option Sales Tax  
Utility Franchise Tax  
Miscellaneous Donations/Fees

## Used For

General Operations  
Governing Board  
Administration  
Planning & Development  
Police  
Streets  
Building & Grounds  
Solid Waste  
Parks & Recreation  
Debt Service



## POLICE SPECIAL REVENUE FUND

### Comes From

Federal/State Forfeitures  
Drug & Alcohol Seizures

### Used For

Training  
Technology  
Special Programs

# POWELL BILL FUND

## Comes From

State of North Carolina  
Highway Fund  
(fuel tax)

## Used For

Maintenance/Repair/Construct  
Streets, Sidewalks,  
Bikeways & Greenways  
Traffic Control Measures

Based on Town population and street mileage. Unused funds roll over up to 10 years before having to be returned to the state.

# TOURISM AUTHORITY FUND

## Comes From

Tourism/Accommodation  
Tax Receipt - 6%

## Used For

Promotion of Tourism  
Tourism Related Expenditures

Tourism Related Expenditures do not include services normally provided by the Town on behalf of the citizens unless these services promote tourism and enlarge its economic benefits by enhancing the ability of the Town to attract and provide for tourists.

# WATER FUND

## Comes From

Sale of Water  
Connection Fees

## Used For

Water Administration  
Water Operations  
Debt Setoff



# FEE SCHEDULES





**FY 2025 -2026 Adopted Budget Authorized  
Fee Schedule for Water Department**

**WATER FEE SCHEDULE  
FY 2025/2026**

<b>WATER RATES</b>		<b>WATER TAP FEES</b>	
<b>In Town Water Rates</b>		3/4" tap - in Town	\$750.00
Base Rate - up to 2,000 gallons	\$24.20	3/4" tap - out of Town	\$1,500.00
Each Additional 1,000 gallons	\$10.00	1" and 1.5" tap - in/out of Town	\$2,000.00
<b>Out of Town Rates</b>		2" tap	\$4,000.00
Base Rate - up to 2,000 gallons	\$48.40	All taps over 2" will be cost of materials and labor	
Each additional 1,000 gallons	\$20.00	<b>Boring</b>	
Landfill	\$15.20	(plus cost of contractor)	\$800.00
Recycling	\$6.65	<b>Meter cut on/off fee</b>	
Late Fee	\$5.00	(after 2 trips to same property	\$15.00
Non-Payment Fee	\$50.00	during a leak/repairs/construction)	
<b>Deposit (Tenants Only)</b>	\$150.00		
<b>Deposit (Owners)</b>	\$75.00		
1st Trash/Recycle Can	FREE		
Additional Trash or Recycle Can	\$15.00/each		



**FY 2025 -2026 Adopted Budget Authorized  
Fee Schedule for Administration  
and Parks & Recreation**

**Administration and Parks & Recreation  
FY 2025/2026 FEE SCHEDULE**

**ADMINISTRATION**

RETURNED CHECK FEE	\$	35.00
COPIES PER PAGE	\$	0.10
EXTRA TRASH CART	\$	15.00
EXTRA RECYCLE CART	\$	15.00
FINGER PRINTS	\$	15.00
POLICE REPORTS	\$	5.00
POLICE VIDEO FOOTAGE COPY	\$	5.00
DUMP TRUCK RENTAL (per day 8am-4pm)	\$	100.00
DUMP TRUCK RENTAL/LANDFILL FEES	\$	100.00
TOWN MEMORABILIA shirts/caps	\$10.00/\$15.00 or \$25.00	

**RECREATION**

PICNIC SHELTER DEPOSIT	\$	25.00
PICNIC SHELTER RENTAL (residents) 4 hour increments	\$	50.00
PICNIC SHELTER RENTAL (non-residents) 4 hour increments	\$	75.00
FIELD RENTAL DEPOSIT (tournaments/fundraisers)	\$	50.00
FIELD RENTALS 4 hour increments	\$	75.00
CONCESSION STAND RENTAL	\$	25.00
USE OF FIELD LIGHTS - PER HOUR	\$	10.00
ENTIRE PARK FOR EVENT 8am - 8pm	\$	200.00
*park event must be approved by Town Council		
STAGE RENTAL DEPOSIT	\$	25.00
STAGE RENTAL 4 hour increments	\$	75.00

**JONESVILLE GREENWAY TRAIL & LILA SWAIM PARK**

1. Only Jonesville Youth Sports receive free use of facilities and grounds during their designated season of play.
2. Jonesville Youth Sports have priority use of facilities and grounds during their designated season of play.
3. Any other waivers of fees must be approved by the Town Council at a regular monthly board meeting.
4. Full payment of fees are due at the time of reservation of facilities and/or grounds.
5. A copy of a valid photo id and contact phone number for the day of the event is required at the time of registration.
6. Rental of other park areas may be negotiated with the Town Manager.
7. Deposits are refundable if facilities and grounds are cleaned, rules are followed and there is no damage incurred.

# FISCAL YEAR 2025-2026 BUDGET ORDINANCE



**Budget Ordinance For The  
Town of Jonesville  
Fiscal Year 2025-2026**

**Town of Jonesville  
Fiscal Year 2025-2026 Budget Ordinance**

***WHEREAS***, the Town of Jonesville is directed by the North Carolina Legislature according to General Statute to prepare, adopt and operate a fiscal budget and

***WHEREAS***, the Town of Jonesville endeavors to operate responsibly and efficiently, to maximize the benefits of all revenues and comply with Federal, State and local guidelines regarding operation and expenditures of taxpayer's monies, and

***WHEREAS***, the Town of Jonesville recognizes the benefits and returns enjoyed by sound financial planning and management resources.

***NOW THEREFORE BE IT ORDAINED*** by the Town Council of the Town of Jonesville, North Carolina as follows:

**SECTION 1.** Estimated Revenues: The following amounts are hereby appropriated for the operation of the town government and its activities for the fiscal year beginning July 1, 2025 and ending June 30, 2026, to meet the expenditures according to schedule and the chart of accounts established for the Town.

**SECTION 2.** There is hereby levied the following rate of tax on each One Hundred Dollar (\$100) valuation of taxable property as listed for taxes as of January 1, 2025, for the purpose of raising revenue for Current Year's Property Tax as set forth in the estimates of revenue, and in order to finance the expenditures:

Ad valorem rate of 50¢ per \$100 at full valuation is hereby established as the official tax rate of the Town of Jonesville for the fiscal year 2025-2026. The general fund tax rate is based on an estimated total appraised value of property for the purpose of taxation of \$203,147,238.98 and an estimated collection rate of 97%.

**Section 3.** The Town of Jonesville desires to establish a General Motor Vehicle Use Tax of \$30.00 for vehicles registered within the corporate limits. There is hereby levied a Municipal Vehicle Tax assessed and levied annually under this section, which shall be collected, credited, and be used in such maximum amount(s) as authorized by North Carolina General Statute, Section 20-97, (a) through (e) inclusive, as of July 1, 2016, and as thereafter amended by the North Carolina General Assembly and as enacted into law from time to time.

**Section 4.** Rates and fixed charges have been established to be effective with the first billing statements of fiscal year 2025-2026 as follows:

In-town rates:

Monthly Minimum Bill (consumption allowance up to 2000 gallons)	\$ 24.20
Volumetric Rate/1,000 gallons (above 2000 gallons)	\$ 10.00

Out-of-town rates:

Monthly Minimum Bill (consumption allowance up to 2000 gallons)	\$ 48.40
Volumetric Rate/1,000 gallons (above 2000 gallons)	\$ 20.00

**Section 5.** Estimated Expenditures: The following amounts are hereby appropriated for the operation of the town government and its activities for the fiscal year beginning July 1, 2025 and ending June 30, 2026.

#### **Section 6. General Fund Appropriations**

##### Revenue

Ad Valorem Taxes	\$1,015,000
Motor Vehicle Taxes	\$ 155,000
Penalties, Interest, Costs on Ad valorem Taxes	\$ 10,000
Franchise Taxes	\$ 160,000
Local Option Sales Tax	\$ 600,000
Charges for Services	\$ 254,500
Transfer from TDA	\$ 141,400
Transfer from Powell Bill	\$ 30,000
Other Revenue	\$ 514,800
<b>TOTAL</b>	<b>\$2,880,700</b>

Expenditures

General Government	\$ 87,000
Administration	\$ 490,800
Police	\$1,086,200
Parks & Recreation	\$ 92,000
Planning & Development	\$ 20,000
Buildings & Grounds	\$ 249,600
Streets	\$ 428,200
Solid Waste	\$ 250,000
Debt Service	<u>\$ 176,900</u>

TOTAL	\$2,880,700
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**Section 7. Police Special Fund**

Revenue

Other Revenue	<u>\$ 2,200</u>
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TOTAL	\$ 2,200
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Expenditures

Supplies	<u>\$ 2,200</u>
----------	-----------------

TOTAL	\$ 2,200
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**Section 8. Powell Bill Appropriations**

Revenue

NC DOT Powell Bill Aid	<u>\$ 97,000</u>
------------------------	------------------

TOTAL	\$ 97,000
-------	-----------

Expenditures

Powell Bill Expenses	\$ 67,000
Transfer to General Fund	<u>\$ 30,000</u>

TOTAL	\$ 97,000
-------	-----------

## Section 9. Tourism Authority Appropriations

### Revenue

Occupancy Tax	\$ 420,000
Other	<u>\$ 95,500</u>
TOTAL	\$ 515,500

### Expenditures

Tourism Expenditures	\$ 388,800
Transfer to General Fund	<u>\$ 126,700</u>
TOTAL	\$ 515,500

## Section 10. Water and Sewer Fund

### Revenue

Water Usage Charges	\$ 900,000
Installation & Late Fees	\$ 46,000
Other Revenues	<u>\$ 84,000</u>
TOTAL	\$1,030,000

### Expenditures

Water Administration	\$ 97,600
Water Plant	\$ 595,600
Water Distribution	\$ 173,200
Debt Services	<u>\$ 163,600</u>
TOTAL	\$1,030,000

**Section 11.** The Budget Officer or designee is authorized to transfer the appropriation as contained under the following conditions:

- a. Transfer amounts between line-item expenditures within the departments without limitation and without a report being required. These changes must not result in increases in recurring obligations such as salaries without Council approval.
- b. Transfer up to 10% of the appropriated monies for the department whose allocation is reduced, including contingency appropriation within the same fund. The budget officer must make an official report on such transfers at the next regular meeting of the Council.

- c. All transfers between funds require prior approval by the Council in an amendment to the Budget Ordinance.
- d. No salary increases, beyond those set forth in the Budget document and/or personnel policy (salaries, wages/merit increases and promotions) may be made without prior Council approval.
- e. No transfers out of Capital Reserve Account(s) may be made without prior Council approval.

**Section 12.** The financial management policies shown in the attached budget document are hereby incorporated and approved as part of this budget ordinance.

**Section 13.** This ordinance and Budget Document shall be the basis of the financial plan for the Jonesville Municipal Government during fiscal year 2025-2026. The Budget Officer shall administer the budget and shall ensure that operating officials are provided with guidance and sufficient details to implement their portion of the budget. The accounting section shall establish records which are in concordance with the budget and this Ordinance and the appropriate statutes of the State of North Carolina.

*(SIGNATURES ON THE NEXT PAGE)*

Adopted, this \_\_\_\_\_ day of June 2025.

\_\_\_\_\_  
The Honorable Anita Darnell, Mayor

\_\_\_\_\_  
The Honorable Andy Green,  
Mayor Pro Tempore

\_\_\_\_\_  
The Honorable Tracy Wall,  
Council Member

\_\_\_\_\_  
The Honorable Regina Adkins,  
Council Member

\_\_\_\_\_  
The Honorable Michael Tilley,  
Council Member

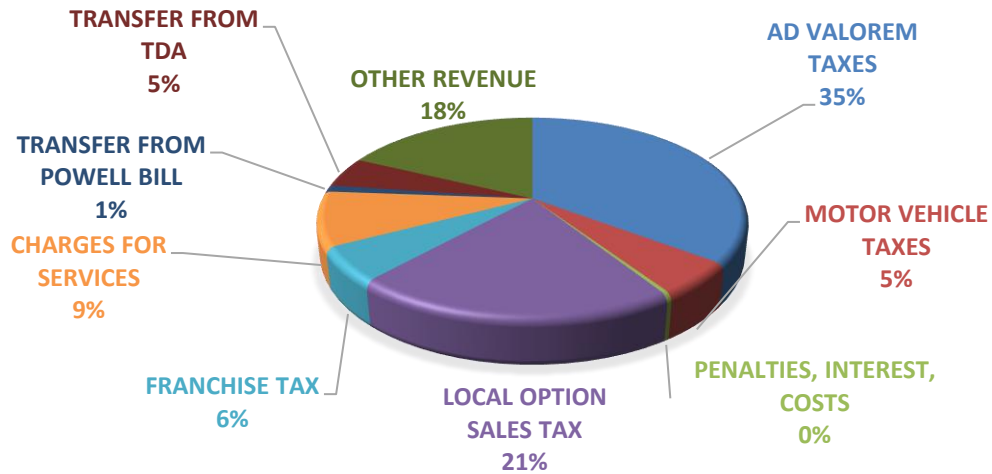
\_\_\_\_\_  
The Honorable Scott Darnell,  
Council Member

ATTEST:

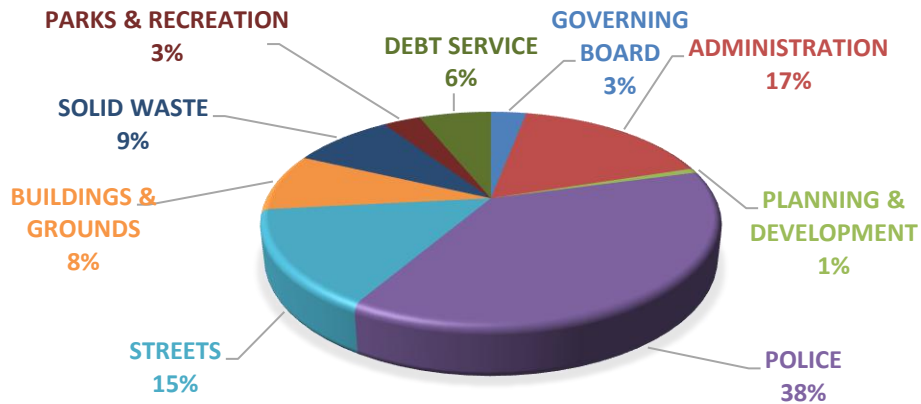
\_\_\_\_\_  
Tiffany Hall-Long, Town Clerk

# GENERAL FUND

## REVENUES



## EXPENDITURES



**FY 2025 – 2026 Adopted Budget Authorized**

**GENERAL FUND REVENUES**

<b>BUDGET CODE</b>	<b>DESCRIPTION</b>	<b>AMOUNT</b>
10.4111	AD VALOREM CY	\$ 990,000
10.4112	AD VALOREM PY	\$ 25,000
10.4113	INTEREST & PENALTIES	\$ 10,000
10.4120	VEHICLE PROPERTY TAX	\$ 95,000
10.4130	VEHICLE TAG FEE	\$ 60,000
10.4210	ABC REVENUE	\$ 180,000
10.4231	NCDOR - BEER & WINE TAX	\$ 10,000
10.4232	NCDOR - LOCAL OPTION SALES TAX	\$ 600,000
10.4233	NCDOR - SOLID WASTE DISPOSAL TAX	\$ 1,700
10.4234	NCDOR - UTILITY FRANCHISE TAX	\$ 160,000
10.4241	NCDOT REIMBURSEMENTS	\$ 2,000
10.4311	INTEREST EARNINGS	\$ 50,000
10.4431	RENTS	\$ 1,000
10.4451	TRASH COLLECTION	\$ 248,000
10.4519	OTHER ADMINISTRATION FEES	\$ 1,500
10.4531	CIVIL FINES & COURT COSTS	\$ 500
10.4542	PLANNING & ZONING FEES	\$ 1,500
10.4610	GRANT REVENUES	\$ 22,000
10.4740	INSURANCE RECOVERY	\$ 100
10.4752	SURPLUS SALES	\$ -
10.4790	MISCELLANEOUS	\$ 3,000
10.4920	TRANSFER FROM POWELL BILL	\$ 30,000
10.4921	TRANSFER FROM TDA	\$ 141,400
10.4999	APPROPRIATION FROM FUND BALANCE	\$ 248,000
	<b>REVENUE TOTALS</b>	<b>\$ 2,880,700</b>

## GOVERNING BODY - 5100

BUDGET CODE	DESCRIPTION	AMOUNT
10.5100.416	ELECTED OFFICIALS	\$ 13,500
10.5100.421	FICA	\$ 1,100
10.5100.426	WORKERS COMPENSATION INSURANCE	\$ 100
10.5100.513	STAFF DEVELOPMENT & TRAVEL	\$ 500
10.5100.533	DONATIONS/CONTRIBUTIONS	\$ 66,800
10.5100.534	DUES & SUBSCRIPTIONS	\$ 2,000
10.5100.551	SUPPLIES	\$ 2,000
10.5100.574	ELECTION EXPENSES	\$ 500
10.5100.575	SPECIAL ACTIVITIES	\$ 500
EXPENDITURE TOTALS		\$ 87,000

The Governing Body is the elected leadership of the Town organization responsible for setting policies and making legislative decisions. The Mayor and five council members are not considered employees of the Town of Jonesville. Council works together in an effort to achieve the Town of Jonesville's mission statement.

### Goals:

- Strive to be efficient in handling of Town's business.
- Work towards the best interest of the Town.
- Review decisions thoroughly for well-reasoned decisions.
- Stay open to citizens views and welcome public comments.
- Work as one cohesive team together maintaining continuous open communication with the manager.

## ADMINISTRATION - 5210

BUDGET CODE	DESCRIPTION	AMOUNT
10.5210.411	FULL-TIME REGULAR WAGES	\$ 240,100
10.5210.412	PART-TIME REGULAR WAGES	\$ 32,200
10.5210.421	FICA	\$ 21,000
10.5210.422	UNEMPLOYMENT INSURANCE	\$ 2,000
10.5210.423	LGERS PENSION	\$ 40,000
10.5210.424	401k	\$ 14,000
10.5210.425	HEALTH, VISION, DENTAL, LIFE INS	\$ 40,000
10.5210.426	WORKERS COMPENSATION INSURANCE	\$ 1,500
10.5210.511	PROFESSIONAL SERVICES	\$ 28,000
10.5210.512	CONTRACTUAL SERVICES	\$ 27,000
10.5210.513	STAFF DEVELOPMENT & TRAVEL	\$ 6,000
10.5210.515	ADVERTISING	\$ 3,000
10.5210.523	MAINTENANCE/REPAIR EQUIPMENT	\$ 1,000
10.5210.524	MAINTENANCE/REPAIR VEHICLES	\$ 1,500
10.5210.526	UTILITIES & COMMUNICATIONS	\$ 7,000
10.5210.532	BANK FEES	\$ 1,000
10.5210.534	DUES & SUBSCRIPTIONS	\$ 6,000
10.5210.535	POSTAGE & PRINTING	\$ 4,000
10.5210.551	SUPPLIES	\$ 10,000
10.5210.553	FUEL	\$ 1,500
10.5210.575	SPECIAL ACTIVITIES	\$ 4,000
EXPENDITURE TOTALS		\$ 490,800

The Administration Department provides managerial oversight, finance, record keeping, human resources, tax and utility collection, planning, zoning, and economic development.

### Goals:

- Prioritizing customer service by using clear effective communication and efficient delivery of services.
- Promote community engagement in meetings, surveys and events.
- Increase of collection rates over upcoming fiscal year.
- Revision of Town Ordinances.
- Cross training of employees.
- Improve efficiency of office procedures.
- Encourage employee development to enhance skills and knowledge.

**POLICE DEPT - 5300**

<b>BUDGET CODE</b>	<b>DESCRIPTION</b>	<b>AMOUNT</b>
10.5300.411	FULL-TIME REGULAR WAGES	\$ 603,000
10.5300.412	PART-TIME REGULAR WAGES	\$ 16,000
10.5300.413	OVERTIME	\$ 15,000
10.5300.421	FICA	\$ 48,500
10.5300.423	LGERS PENSION	\$ 96,600
10.5300.424	401k	\$ 30,200
10.5300.425	HEALTH, VISION, DENTAL, LIFE INS	\$ 95,000
10.5300.426	WORKERS COMPENSATION INSURANCE	\$ 17,000
10.5300.512	CONTRACTUAL SERVICES	\$ 37,400
10.5300.513	STAFF DEVELOPMENT & TRAVEL	\$ 7,000
10.5300.514	UNIFORMS	\$ 15,000
10.5300.517	DRUG SCREENING & BACKGROUND CHECKS	\$ 2,000
10.5300.523	MAINTENANCE/REPAIR EQUIPMENT	\$ 2,000
10.5300.524	MAINTENANCE/REPAIR VEHICLES	\$ 20,000
10.5300.526	UTILITIES & COMMUNICATION	\$ 17,000
10.5300.534	DUES & SUBSCRIPTIONS	\$ 1,000
10.5300.551	SUPPLIES	\$ 23,500
10.5300.553	FUEL	\$ 35,000
10.5300.575	SPECIAL ACTIVITIES	\$ 5,000
<b>EXPENDITURE TOTALS</b>		<b>\$ 1,086,200</b>

The Jonesville Police Department, is committed to providing the highest quality of police services to the people who live, work, and visit our town by constantly evaluating and improving efforts to enhance public safety.

**Goals:**

- Enhance public safety while respecting the individual rights and human dignity of citizens and visitors.
- Build community partnerships with business and residents.
- Begin a canine and school resource program to benefit the community.
- Encourage employee development to enhance skills and knowledge.
- Improve the mental and physical wellness of law enforcement in the Town.

## PARKS & RECREATION LILA & JGT - 5510

BUDGET CODE	DESCRIPTION	AMOUNT
10.5510.521	MAINTENANCE/REPAIRS INFRASTRUCTURE	\$ 70,000
10.5510.526	UTILITIES & COMMUNICATION	\$ 6,000
10.5510.551	SUPPLIES	\$ 5,000
10.5510.575	SPECIAL ACTIVITIES	\$ 11,000
EXPENDITURE TOTALS		\$ 92,000



Parks and Recreation include Lila Swaim Park, Gregory Martin Park, Jonesville Greenway Trail and Double Bluff Recreation Area.

### Goals:

- Rehabilitation of current facilities at Lila Swaim Park.
- Build out of Double Bluff Recreation Area.
- Provide safe and enjoyable outdoor recreation for the community.

## PLANNING & DEVELOPMENT - 5610

BUDGET CODE	DESCRIPTION	AMOUNT
10.5610.512	CONTRACTURAL SERVICES	\$ 19,000
10.5610.515	ADVERTISING	\$ 1,000
EXPENDITURE TOTALS		\$ 20,000

Planning & Development works to guide the growth of the Town ensuring it aligns with established policies and plans.

Goals:

- Encourage outdoor recreation economy.
- Complete zoning updates.
- Prioritize community partnerships and promotions of small-town living to grow the population and local civic pride.

## BUILDINGS & GROUNDS - 5720

BUDGET CODE	DESCRIPTION	AMOUNT
10.5720.511	PROFESSIONAL SERVICES	\$ 55,600
10.5720.512	CONTRACTURAL SERVICES	\$ 20,400
10.5720.522	MAINTENANCE/REPAIRS BUILDINGS	\$ 35,000
10.5720.525	PROPERTY & LIABILITY INSURANCE	\$ 43,500
10.5720.526	UTILITIES & COMMUNICATIONS	\$ 30,000
10.5720.551	SUPPLIES	\$ 3,100
10.5720.553	FUEL	\$ 6,000
10.5720.563	CONSTRUCTION	\$ 56,000
EXPENDITURES TOTALS		\$ 249,600

Building & Grounds maintains the upkeep of Town owned buildings and properties.

Goals:

- Replacement of flooring at Town Hall, Welcome Center and Police Department.

## STREET - 5740

BUDGET CODE	DESCRIPTION	AMOUNT
10.5740.411	FULL-TIME REGULAR WAGES	\$ 162,500
10.5740.413	OVERTIME	\$ 3,000
10.5740.421	FICA	\$ 12,700
10.5740.423	LGERS PENSIOIN	\$ 22,800
10.5740.424	401k	\$ 8,300
10.5740.425	HEALTH, VISION, DENTAL, LIFE INS	\$ 32,000
10.5740.426	WORKER'S COMPENSATION INSURANCE	\$ 5,500
10.5740.512	CONTRACTUAL SERVICES	\$ 3,500
10.5740.514	UNIFORMS	\$ 9,000
10.5740.521	MAINTENANCE/REPAIR INFRASTRUCTURE	\$ 52,000
10.5740.523	MAINTENANCE/REPAIR EQUIPMENT	\$ 10,000
10.5740.524	MAINTENANCE/REPAIR VEHICLES	\$ 6,000
10.5740.526	UTILITIES & COMMUNICATION	\$ 70,000
10.5740.551	SUPPLIES	\$ 17,000
10.5740.553	FUEL	\$ 12,000
10.5740.555	SAFETY	\$ 1,400
10.5740.575	SPECIAL ACTIVITIES	\$ 500
EXPENDITURE TOTALS		\$ 428,200

The Street Department provides maintenance and replacement for infrastructure throughout Town including streets, sidewalks, parks, recreation areas, public buildings and grounds. Street Department also oversees Powell Bill expenditures for restrictive, eligible maintenance.

### Goals:

- Implement a proactive program to improve all Town owned rights-of-ways, parks and open spaces.
- Implement a program to replace road signs townwide.
- Ensure all employees follow safety protocols for healthy, safe and secure workplace.
- Encourage employee development to enhance skills and knowledge.
- Prioritize customer service including educating and clearly communicating with customers.

**SOLID WASTE - 5750**

<b>BUDGET CODE</b>	<b>DESCRIPTION</b>	<b>AMOUNT</b>
<b>10.5750.512</b>	<b>CONTRACTURAL EXPENSES</b>	<b>\$ 245,000</b>
<b>10.5750.576</b>	<b>LANDFILL TIPPING FEES</b>	<b>\$ 5,000</b>
<b>EXPENDITURE TOTALS</b>		<b>\$ 250,000</b>

**DEBT SERVICE - 6000**

<b>BUDGET CODE</b>	<b>DESCRIPTION</b>	<b>AMOUNT</b>
<b>10.6000.564</b>	<b>DEBT SERVICE - PRINCIPLE</b>	<b>\$ 27,200</b>
<b>10.6000.565</b>	<b>DEBT SERVICE - INTEREST</b>	<b>\$ 50,100</b>
<b>10.6000.566</b>	<b>LEASE PAYMENT - PRINCIPLE</b>	<b>\$ 89,000</b>
<b>10.6000.567</b>	<b>LEASE PAYMENT - INTEREST</b>	<b>\$ 10,600</b>
<b>EXPENDITURE TOTALS</b>		<b>\$ 176,900</b>

# POLICE SPECIAL FUND



**FY 2025 – 2026 Adopted Budget Authorized**

**POLICE SPECIAL FUND**

<b>BUDGET CODE</b>	<b>DESCRIPTION</b>	<b>AMOUNT</b>
<b>22.4311</b>	<b>INTEREST EARNINGS</b>	<b>\$ 1,200</b>
<b>22.4790</b>	<b>MISCELLANEOUS REVENUE</b>	<b>\$ 1,000</b>
	<b>REVENUE TOTALS</b>	<b>\$ 2,200</b>

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<b>BUDGET CODE</b>	<b>DESCRIPTION</b>	<b>AMOUNT</b>
<b>22.5300.551</b>	<b>SUPPLIES</b>	<b>\$ 2,200</b>
	<b>EXPENDITURE TOTALS</b>	<b>\$ 2,200</b>

The Police Special Fund is a dedicated account for the Jonesville Police Department. Revenue is generated through assets seized during investigations and restricted funds through federal and state funding. Jonesville Police Chief oversees the expending of funds and often allocates monies for the purchase of equipment, training and other law enforcement necessities.

# POWELL BILL FUND



**FY 2025 – 2026 Adopted Budget Authorized**

**POWELL BILL**

<b>BUDGET CODE</b>	<b>DESCRIPTION</b>	<b>AMOUNT</b>
<b>20.4280</b>	<b>POWELL BILL AID</b>	<b>\$ 97,000</b>
	<b>REVENUE TOTALS</b>	<b>\$ 97,000</b>

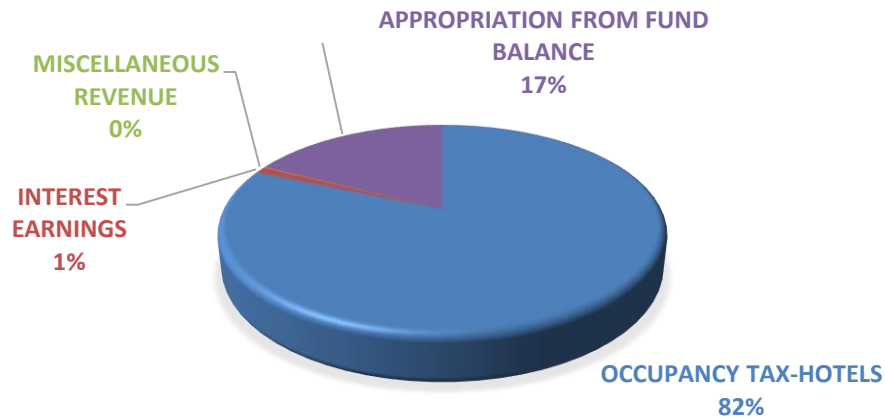
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<b>BUDGET CODE</b>	<b>DESCRIPTION</b>	<b>AMOUNT</b>
<b>20.5740.572</b>	<b>EXPENSES</b>	<b>\$ 67,000</b>
<b>20.5740.710</b>	<b>TRANSFER TO GENERAL FUND</b>	<b>\$ 30,000</b>
	<b>EXPENDITURE TOTALS</b>	<b>\$ 97,000</b>

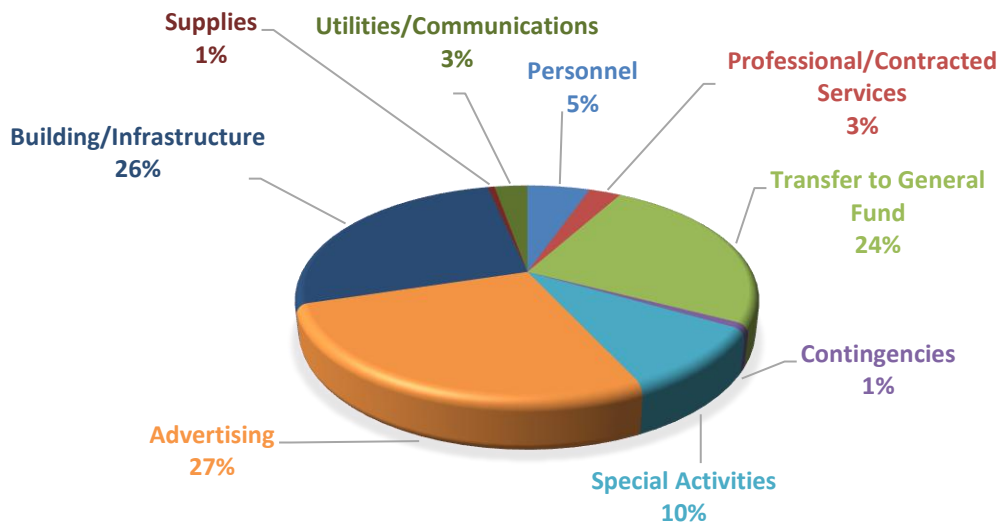
The Powell Bill Fund is restrictive funding through a North Carolina state aid program that provides financial assistance to municipalities for planning, building and maintaining of streets, bridges, drainage, bike paths, greenways, sidewalks and other restricted expenditures as allowed in NCGS 136-41.1.

# TOURISM AUTHORITY FUND

## REVENUES



## EXPENDITURES



**FY 2025 – 2026 Adopted Budget Authorized**

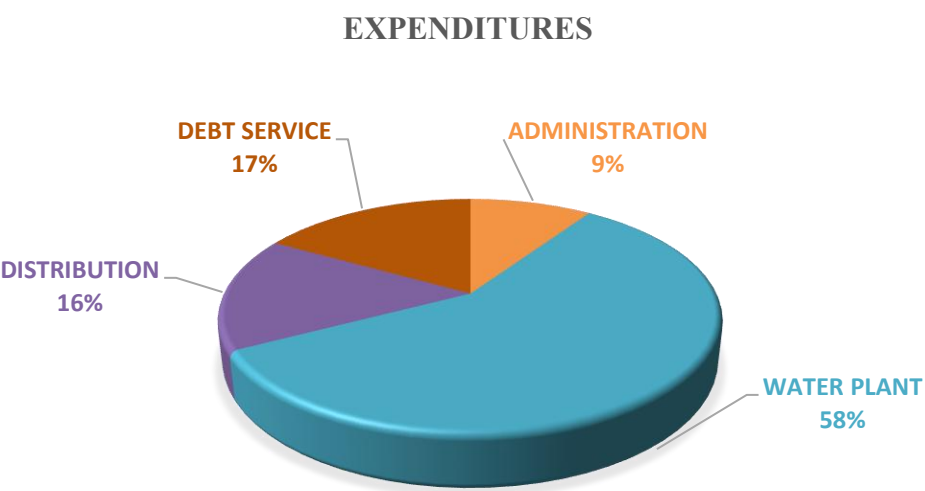
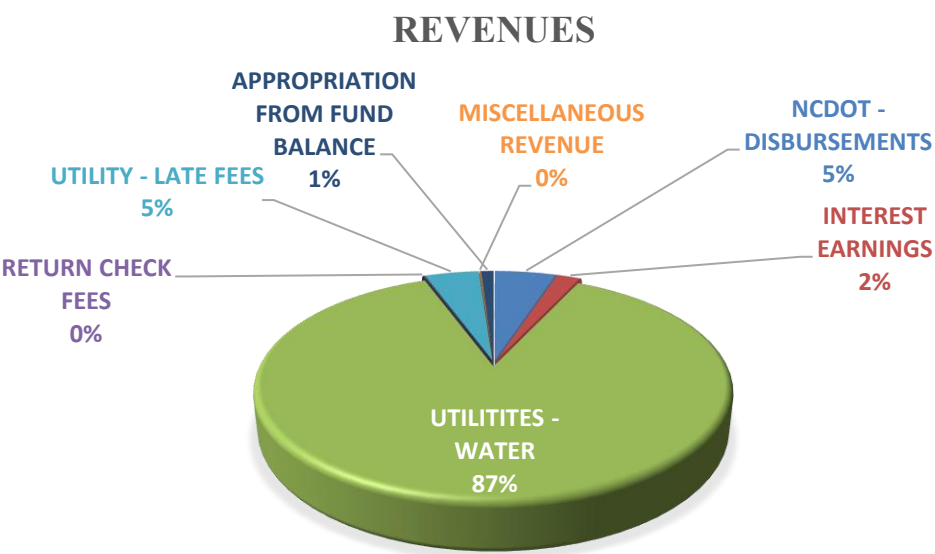
**TOURISM AUTHORITY FUND REVENUES**

<b>BUDGET CODE</b>	<b>DESCRIPTION</b>	<b>AMOUNT</b>
21-4141	OCCUPANCY TAX-HOTELS	\$ 420,000
21-4311	INTEREST EARNINGS	\$ 5,000
21-4790	MISCELLANEOUS REVENUE	\$ 500
21-4999	APPROPRIATION FROM FUND BALANCE	\$ 90,000
<b>PROPOSED BUDGETED REVENUES</b>		<b>\$ 515,500</b>

**TOURISM AUTHORITY FUND EXPENDITURES**

<b>BUDGET CODE</b>	<b>DESCRIPTION</b>	<b>AMOUNT</b>
21-5520-412	PART-TIME REGULAR WAGES	\$ 22,000
21-5520-421	FICA EXPENSE	\$ 2,000
21-5520-422	UNEMPLOYMENT INSURANCE	\$ 1,000
21-5520-426	WORKERS COMPENSATION INSURANCE	\$ 2,000
21-5520-511	PROFESSIONAL SERVICES	\$ 5,000
21-5520-512	CONTRACTUAL SERVICES	\$ 9,000
21-5520-513	STAFF DEVELOPMENT/TRAVEL	\$ 500
21-5520-515	ADVERTISING	\$ 137,000
21-5520-521	MAINTENANCE/REPAIR INFRASTRUCTURE	\$ 110,000
21-5520-522	MAINTENANCE/REPAIR BUILDING	\$ 26,000
21-5520-526	UTILITIES & COMMUNICATION	\$ 14,500
21-5520-534	DUES & SUBSCRIPTION	\$ 3,000
21-5520-551	SUPPLIES	\$ 3,000
21-5520-575	SPECIAL ACTIVITIES	\$ 50,000
21-5520-577	CONTINGENCIES	\$ 3,800
21-5520-710	TRANSFER TO TOJ GENERAL FUND	\$ 126,700
<b>EXPENDITURE TOTALS</b>		<b>\$ 515,500</b>

# ENTERPRISE FUND



**FY 2025 – 2026 Adopted Budget Authorized**

**WATER FUND REVENUES**

<b>BUDGET CODE</b>	<b>DESCRIPTION</b>	<b>AMOUNT</b>
50.4241	NCDOT - DISBURSEMENTS	\$ 52,000
50.4311	INTEREST EARNINGS	\$ 20,000
50.4462	SEWER REVENUE	\$ -
50.4463	UTILITITES - WATER	\$ 900,000
50.4465	BULK WATER SALES	\$ -
50.4470	UTILITIES - DEBT SETOFF	\$ -
50.4511	RETURN CHECK FEES	\$ 500
50.4561	UTILITY CONNECTION FEES	\$ -
50.4562	UTILITY - LATE FEES	\$ 46,000
50.4563	UTILITY TAPS/SERVICE FEES	\$ -
50.4752	SURPLUS PROPERTY SALES	\$ -
50.4790	MISCELLANEOUS REVENUE	\$ 1,000
50.4999	APPROPRIATION FROM FUND BALANCE	\$ 10,500
<b>REVENUE TOTALS</b>		<b>\$ 1,030,000</b>



## ADMINISTRATION

BUDGET CODE	DESCRIPTION	AMOUNT
50.5210.411	SALARIES & WAGES: FT	\$ 22,100
50.5210.421	FICA	\$ 1,700
50.5210.423	LGERS PENSION	\$ 3,200
50.5210.424	401K	\$ 1,200
50.5210.511	PROFESSIONAL SERVICES	\$ 22,000
50.5210.525	PROPERTY & LIABILITY INSURANCE	\$ 43,000
50.5210.532	BANK FEES	\$ 1,000
50.5210.577	CONTINGENCIES	\$ 3,400
EXPENDITURE TOTALS		\$ 97,600

Water Administration oversees work orders, billing & collection of water, sewer, garbage and recycling accounts.

Goals:

- Implementation of new automatic meter reading software
- Increase of collection rate of past due accounts



## WATER PLANT

### BUDGET CODE

### DESCRIPTION

### AMOUNT

50.5840.411	SALARIES & WAGES: FT	\$ 201,500
50.5840.412	SALARIES & WAGES: PT	\$ 10,000
50.5840.421	FICA	\$ 15,500
50.5840.423	LGERS PENSION	\$ 29,000
50.5840.424	401K	\$ 10,100
50.5840.425	HEALTH & LIFE INS	\$ 40,000
50.5840.426	WORKERS COMPENSATION INSURANCE	\$ 5,500
50.5840.512	CONTRACTUAL SERVICES	\$ 18,500
50.5840.513	STAFF DEVELOPMENT & TRAVEL	\$ 4,000
50.5840.514	UNIFORMS	\$ 8,500
50.5840.516	LABORATORY TESTING	\$ 9,000
50.5840.522	MAINTENANCE/REPAIR BUILDINGS	\$ 10,000
50.5840.523	MAINTENANCE/REPAIR EQUIPMENT	\$ 50,000
50.5840.524	MAINTENANCE/REPAIR VEHICLES	\$ 1,500
50.5840.526	UTILITIES & COMMUNICATION	\$ 73,000
50.5840.534	DUES & SUBSCRIPTIONS	\$ 2,000
50.5840.535	POSTAGE & PRINTING	\$ 11,500
50.5840.551	SUPPLIES	\$ 85,000
50.5840.552	PERMITS & LICENSES	\$ 2,000
50.5840.553	FUEL	\$ 6,500
50.5840.555	SAFETY	\$ 2,000
50.5840.575	SPECIAL ACTIVITIES	\$ 500
EXPENDITURE TOTALS		\$ 595,600

Water Plant Department is responsible for the treatment and distribution of quality water to approximately 2,366 customers 365 days a year.

#### Goals:

- Upgrade of water filter system
- Replacement/upgrade of clear well system
- Pursue additional training and certifications with water plant operators

## WATER DISTRIBUTION

BUDGET CODE	DESCRIPTION	AMOUNT
50.5850.411	SALARIES & WAGES: FT	\$ 49,100
50.5850.413	OVERTIME	\$ 1,300
50.5850.421	FICA	\$ 3,900
50.5850.423	LGERS PENSION	\$ 7,300
50.5850.424	401K	\$ 2,600
50.5850.511	PROFESSIONAL SERVICES	
50.5850.512	CONTRACTUAL SERVICES	\$ 52,000
50.5850.521	MAINTENANCE/REPAIR INFRASTRUCTURE	\$ 20,000
50.5850.523	M/R: EQUIPMENT	\$ 10,000
50.5850.524	M/R: VEHICLES	\$ 2,000
50.5850.551	SUPPLIES	\$ 25,000
EXPENDITURE TOTALS		\$ 173,200

The Water Distribution Department is responsible for delivering treated water to customers and maintaining the infrastructure that supports that delivery. This includes managing the water distribution system, including pipelines, valves, meters, and storage tanks. They also handle repairs, preventative maintenance, and ensure water quality through practices like flushing water mains.

### Goals:

- Develop a consistent flushing program and policy
- Develop a program and policy for bulk water services
- Oversee water line, meter, and service line replacements with grant constructions.

# GLOSSARY OF TERMS



## Glossary of Terms

**Accounts** - accounts are used to enter the formally adopted annual operating budget into the general ledger, as well as to organize expenditures and revenues by fund, program, department, activities, etc.

**Accrual Accounting** - basis of accounting in which revenues and expenses are recorded at the time they are incurred, instead of when cash is actually received or disbursed; example, in accrual accounting, a revenue is earned between June 1 and June 30, but for which payment was not received until July 12, is recorded as earned on June 30 rather than on July 12

**Activity** - specific service or unit of work performed

**Ad Valorem Tax** (property tax) - a tax levied on the assessed value of real, personal, public service and vehicle property located within the Town

**Adopted Budget** - budget approved by Town Council; enacted via a budget ordinance, on or before June 30th of each year

**Appropriation** - authorization made by the Town Council permitting Town administrative staff to incur obligations against and to make expenditures of governmental resources

**Assessed Value** - a value established for real property for use as a basis for levying property taxes

**Balanced Budget** - occurs when planned expenditures equal anticipated revenues. In North Carolina, it is a requirement that the budget submitted to the Town Council be balanced

**Budget** - plan of financial operations comprised of an estimate of proposed expenditures for a fiscal year and the proposed means of financing those expenditures

**Budget Amendment** - formal action by Town Council to change an appropriation or revenue estimate during the fiscal year

**Budget Message** - general discussion of the budget that provides the Town Council and public with a summary of the most important aspects of the budget, changes from previous fiscal years; views and recommendations of the Town Manager

**Budget Ordinance** - formal legislative enactment by the Town Council; provides legal framework for how a local government will finance its operations and provide services

**Budget Schedule** - schedule of key dates or milestones the Town follows in preparation and adoption of the budget

**Capital Outlay** - items of significant value (more than \$5000) and having a useful life of several years, also referred to as fixed assets

**Concordance** – agreement, harmony, or consistency between things, ideas, or opinions

**Council-Manager Form of Government** - under this form of government, the Mayor and Council establish policy, while a professional manager and his/her appointees are responsible for governmental operations

**Debt Service** - payment of long-term debt principal, interest, and related costs on borrowed funds such as bonds

**Deferred Compensation** – retirement plans, pension plans

**Department** – specialized division or branch responsible for providing specific services and functions within the Town

**Encumbrance** - financial commitment for a contract not yet performed

**Enterprise Funds** - a type of proprietary fund set up to account for the financing of services to the general public where all or most of the operating expenses involved are recovered in the form of user charges; Water and Sewer Fund

**Expenditures** - cost of goods received or services rendered whether payment for such goods or services are received

**Extraterritorial Zoning Jurisdiction (ETJ)** - geographic area extending from one to three miles beyond a municipality's corporate limits within which the municipality exercises zoning and subdivision control and enforces the State Building Code

**Final Budget** - term used to describe revenues and expenditures for the upcoming year beginning July 1 as adopted by the Town Council

**Fiscal Year(s)** - any consecutive twelve-month period to which the annual operating budget applies and at the end of which a government determines its financial position and the results of its operations

**Fixed Assets** - assets of a long-term character which are intended to be held or used, such as land, buildings, machinery, furniture, and other equipment

**Franchise Fee** - a fee paid by public service businesses for use of Town streets, alleys, and property

**Full-Time Employee** - any employee who receives full benefits and works at least 40 hours per week

**Function** - a group of related programs crossing organization (departmental) boundaries and aimed at accomplishing a broad goal or major service

**Fund** - an accounting entity with self-balancing accounts. A fund records all financial transactions for specific activities or government functions

**Fund Balance** - amounts shown as fund balance represent monies which remain unspent after all budgeted expenditures have been made;  $\text{Assets} - \text{Liabilities} = \text{Fund Balance}$

**Fund Equity** - amounts shown as fund equity represent monies which remain unspent after all budgeted expenditures have been made; term used in relation to proprietary funds

**GAAP** (Generally Accepted Accounting Principles) - accounting principles that are commonly used in preparing financial statements and generally accepted by the readers of those statements; authoritative source of GAAP for state and local governments is the Governmental Accounting Standards Board (GASB).

**General Fund** - a type of governmental fund used to account for revenues and expenditures for regular day-to-day operations for the Town, which are not accounted for in the Enterprise Fund

**Goal** - underlying reason(s) for the provision of essential Town services

**Governmental Fund** - fund generally used to account for tax-supported or grant activities that go to the delivery of public goods and services; examples: general fund and the general capital projects fund

**Grants** - contributions or gifts of cash or other assets from another government to be used or expended for a specified purpose, activity, or facility

**LGC** (Local Government Commission) - agency in the NC State Treasurer's Office which oversees local government bonded debt and assists cities and counties in all areas of fiscal management; LGC conducts all bond sales and ensures that local units have sufficient fiscal capacity to repay debt

**Liabilities** - debts or other legal obligations arising out of transactions in the past which must be liquidated, renewed, or refunded at some future date

**Line-Item Budget** - a budget summarizing the detail categories of expenditure for goods and services that the Town intends to purchase during the fiscal year

**Local Government Fiscal Control Act** - legal guidelines of the state of North Carolina which govern budget & fiscal budgetary and fiscal affairs of local governments

**Municipal Vehicle Tax** – authorized under general statutes, a levy on a motor vehicle registered within a municipality; revenue is restricted to public street projects, maintenance and repair, construction, widening and other general improvements; Jonesville’s Municipal Vehicle Tax is \$30

**Objective** - statement of specific direction, purpose or intent to be accomplished by staff within a program

**Occupancy Tax** - locally administered tax levied on the occupancy of hotel and motel rooms in addition to sales tax; Jonesville Occupancy Tax is 6%

**Operating Budget** - Town's financial plan; outlines proposed expenditures for the coming fiscal year and estimates the revenues that will be used to finance them

**Operating Funds** - resources derived from recurring revenue sources used to finance ongoing operating expenditures and pay-as-you-go capital projects

**Operations and Maintenance Expenditures** - costs other than those for salaries, benefits, and capital outlay that are necessary for the provision of services offered by the Town

**Powell Bill Funds** - intergovernmental transfer from the State of North Carolina; based on gasoline sales and miles of streets within the Town

**Prior Year Ad Valorem** (property tax) - taxes that remain unpaid on or after the date they are due. A penalty is included for non-payment

**Property Tax** – annual charge levied by a local government and paid by owners of real and personal property

**Propriety Fund** - fund used to account for the sale of private goods and services, functioning like business; types of proprietary funds are enterprise fund and internal service fund; Jonesville utilizes an enterprise fund to account for its water and sewer operations

**Recommended Budget** - budget proposed by the Town Manager to the Council for adoption

**Resources** - assets to be used to fund expenditures; such as property taxes, charges for service, beginning fund balance, or working capital

**Revenue** - income received from various sources used to finance government services (ex. sales tax revenue); term used to represent actual or expected income to a specified fund

**Special Revenue Fund** - used to account for resources that are subject to legal spending restrictions; created when a resolution, statute or ordinance requires that specific taxes or special revenue sources are used to finance a particular activity

**Tax Base** - total assessed valuation of real property within the Town

**Tax Rate** – levied annually by the Town Council, a percentage of assessed value of real and personal property

**Tax Collection Rate** - percentage of the tax levied that can reasonably be expected to be collected during the fiscal year

**Tax Levy** - total dollar amount of tax that optimally should be collected based on tax rates and assessed values of personal and real properties

**Transfer** - movement of money from one fund to another to completely or partially support the functions of the receiving fund

**User Fee** - payment of a fee for direct receipt of a public service by the party benefiting from the service

**Utility Franchise Tax** - tax levied by the state on electric, gas, telephone, and street transportation companies; proceeds are shared with municipalities

