THE PRINCETON RENAISSANCE PROJECT

THE COMMUNITY PLAN FOR THE CITY OF PRINCETON, WEST VIRGINIA

Blueprint COMMUNITIES®

Contents

ACKNOWLEDGEMENTS

LETTERS OF SUPPORT FROM THE MAYOR AND BANK REPRESENTATIVE

EXECUTIVE SUMMARY

SECTION I – OVERVIEW OF PLANNING PROCESS

SECTION II – ASSESSMENT RESULTS

SECTION III – VISION AND PRIME CHALLENGES

SECTION IV – PRIME CHALLENGE PERFORMANCE AGENDAS AND MEASUREMENT OF SUCCESS

SECTION V – CIVIC ENGAGEMENT PERFORMANCE AGENDA AND MEASUREMENT OF SUCCESS

SECTION VI – RESOURCE DEVELOPMENT PLAN

APPENDICES

A – COMMUNITY PROFILE: POPULATION, ECONOMIC & HOUSING DATA & TRENDS

B – PRIME CHALLENGES TABLES

C – DATA SOURCES

Acknowledgments

The development of Princeton Renaissance Project's Vision Document is an evolving movement to bring rebirth and revitalization to downtown Princeton, WV. As such, there are countless people who have helped shape our Blueprint Communities planning process.

Up first, we could not have become part of the project without the tireless effort, support and ingenuity of Community Connections Family Resource Network's Executive Director Greg Puckett and his innovative, energetic team.

Thanks to Lori McKinney and RiffRaff Arts Collective, we all began seeing the potential Mercer Street has to offer, and Lori painted a picture of redevelopment that took hold with the Princeton City Council's Community Improvement Commission, making funding for a series of downtown murals, Artists Alley and even restored historical advertising financially possible.

Princeton City Manager Elke Doom, Mayor Patricia Wilson and the entire City Council have displayed an uncommon willingness to jump aboard the Princeton Renaissance Project, whether that means walking the streets to discern fact from fiction, wash windows on a clean-up day, speak out in support of the grassroots efforts or connect stakeholders in all areas of the venture.

The Princeton-Mercer County Chamber of Commerce, led by CEO Robert Farley and Keith Circle, provided countless nuggets of priceless advice along with hours of support, and they generously opened their offices to our planning sessions and brainstorming meetings.

Other team members also proved invaluable. Steven Wise brought his fundraising and educational background to the Blueprint table, along with a history as an entrepreneur in a small struggling community. Sherri Anderson was our financial brains behind the planning process. John Trail kept us on track architecturally, and Tammie Toler was the wordsmith among the unique group that dared to dream not of a restored Princeton, but of a downtown rebuilt from the foundation our ancestors constructed.

The Anne S. and H.P. Hunnicutt Foundation's financial support made one of our primary goals possible, allowing the purchase of the former Royal/Lavon Theater and setting the stage for a new landmark – The Renaissance.

And, dozens of new civic leaders and volunteers emerged to lend their creativity, unique visions, artistic talents, strong backs and industrial expertise to turn the Princeton Renaissance Project into a reality. From the weekly Circle Talks at the Dayfly Books and Collectibles to the Princeton Pooch Party, Monster Mash and Renaissance Rap Sessions, we quickly learned just how much the people in Princeton treasure the potential Mercer Street and our historic downtown still holds.

Martha Barberio and Pat Smith hand-delivered our first assessment questionnaires, encouraging a two-way conversation between our Blueprint Communities committee and the community we serve. Rita Montrosse provided expertise in the field of fine art and was a big help developing the mural projects. Local author Betty Sherridan jumped on board to coordinate volunteers for event nights.

Robert Blankenship provided all technical production of the events and documented much of them. Renee Short and John Pack have tirelessly attended most, if not all, of our Movie Nights in the Park, Renaissance Rap Sessions, Theater Work Days and more, photographing each step of our journey and commemorating many of the moments we'll trace in this document.

The list of volunteers is endless and runs the gamut from the establishment of an Open Air Market on Saturday afternoon, to Princeton's first-ever Pooch Party and the city's premiere of a live Rocky Horror Picture Show as part of the inaugural Monster Mash. Each of the people who helped shape these events, and so many more, we say thank you … and stay tuned for coming attractions at The Renaissance.

And, no acknowledgement segment would be complete without expressing our gratitude to the following sponsors and partners, who united us as a Blueprint Communities team and made all of these wonderful works possible.

PRINCETON RENAISSANCE PROJECT

Blueprint COMMUNITIES

THE HUB West Virginia Community Development Hub

CLAUDE WORTHINGTON BENEDUM FOUNDATION

FHLBank PITTSBURGH

December 2, 2013

100 Courthouse Road
Princeton, WV 24740

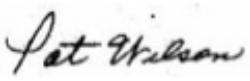
To Whom It May Concern

There are not enough words to say how much I and my fellow Councilors are in support of the Princeton Blue Print Community Project and the Renaissance Project.

These are very beneficial and productive projects that will result in Princeton becoming a more prosperous and wholesome City. We have already seen a change in the atmosphere with more and more of our citizens becoming involved in the renovations and the activities that are taking place on Mercer Street.

Thanks for the opportunity that allowed us to be a part of the Blue Print Community and the Renaissance Project. It is my hope that you will continue with this to allow more City's the opportunity to grow to their full potential.

Sincerely yours



Pat Wilson
Mayor Princeton, WV

December 3, 2013

Blueprint Communities
Princeton Renaissance Project

This letter serves as confirmation of my support of the Blueprint Communities projects and specifically the Princeton Renaissance Project which is a direct result of the organization of a group of volunteers working within the Blueprint project to devise and implement a plan to revitalize Mercer Street and the downtown area of Princeton, WV. As the banker on the committee, I am committed to helping match resources with business owners and potential business owners. I am also committed to assisting with guiding building owners to possible sources of help for renovation and/or purchase of properties in the areas of downtown Princeton. This could be in the form of the Federal Home Loan Bank as well as community banks and other financing sources.

I look forward to my continued involvement in the Princeton Renaissance Project and am excited for the continuing growth of the project, meeting new volunteers and interested parties as well as shopping and dining at the future businesses to come from this venture.

Sincerely,

Sherri J Anderson
Vice President
City National Bank
191 Greasy Ridge Road
Princeton, WV 24739
304-431-5203

Executive Summary

Princeton is like many small cities in Appalachia. Unlike many in southern West Virginia, our economy is not now, and never really has been tied to coal production. Instead, our city, which was once called the gateway to Four Seasons Country and is now known as the Heart of Mercer County,

DOWNTOWN PRINCETON (YEAR UNKOWN).

grew up around the railroad. Mercer Street was at the center of the development. When the Virginian Railway made a way to get coal out of other regions' hills and hollows, the industry naturally needed a place to work on the engines, service the trains and load and unload commodities and passengers. As such, the Virginian built a service yard in what is now Princeton, and much of the town grew up to serve the men and women who traveled on the rails and worked in the rail industry.

Hotels, barber shops, salons, men's clothing stores, women's dress shops, restaurants, general stores and all sorts of businesses once filled our buildings that are now historic, and people lined the streets weekly to shop, eat and socialize in the hub of local life.

However, when coal production slowed and another railway eyed the Virginian, Princeton's future was forever changed. For a while, Norfolk Southern Railroad maintained the yard and depot in Princeton, but both were destined for closure in the new alignment. Still, Princeton's downtown stayed strong through the early 1970s. It was the shopping destination for everyone in the northern half of Mercer County, as merchants decorated wide glass storefronts for every holiday, and shoppers knew who owned and operated each local store or restaurant.

In 1980, however, Mercer Mall opened just south of Princeton, in Green Valley. Dozens of shops that once populated both Princeton and Bluefield closed their doors downtown and moved into the mall. As a result of the change in the area's industrial focus and the development trends leaving downtown for larger malls and shopping centers, Princeton's downtown began to deteriorate.

While businesses struggled for a long time, Princeton's downtown remained a focal point for local teens, as they spent Friday and Saturday nights cruising up and down Mercer Street. The routine was a nuisance to many residents of side and back streets, but cruising did its part to prolong the demise of the downtown culture, until gasoline prices soared so high in the late 1990s, that cruising also stopped, leaving downtown Princeton primarily barren, save for a few long-suffering businesses who weathered an increasingly negative reputation linked to drug and prostitution activity.

Roughly a decade ago, however, sparks of hope appeared on Mercer Street. RiffRaff Arts Collective opened, drawing a unique mix of artistic individuals downtown, and they brought a vision of better days. Jerry McKinney, who specialized in redeveloping property that might otherwise be overlooked, saw the potential on Mercer Street and purchased buildings to house RiffRaff, Stages Music School and The Turnaround gathering hall. Reluctantly, some citizens started seeing the potential that a revitalized downtown held. They even occasionally braved the conditions to visit Music in the Square, a weekly concert series sponsored by the Princeton Times and The Music Exchange, or Open Stage Night at RiffRaff.

Still, citizens who assumed only drug addicts and prostitutes inhabited the remains of our downtown, the vast majority of our community remained reluctant to see the light that was just starting to glow.

When Princeton was selected as one of the Blueprint 2013 Communities, the honor breathed new life into our downtown revitalization efforts. For once, people from all sectors of the local community, who had been working to improve downtown for years, were finally united under one umbrella with a common goal. With members of our family resource network, arts community, educational arena, City Council, media representatives, an architect and a banker on board, we set out to change Princeton for the better.

Our Vision is that by 2016, we will have an attractive, economically vibrant downtown environment that inspires a sense of pride and renewal, where community members are active, engaged and excited.

To get there, the Princeton Renaissance Project's prime challenges and broad aspirations include addressing a lack of ongoing civic engagement to benefit downtown, a negative public perception of downtown area, the establishment of an economically vibrant downtown and the integration of downtown with New River Community and Technical College.

The cornerstone of our efforts at this point is the purchase and renovation of a former movie theater on Mercer Street. The business, which operated as both The Royal and The Lavon, will be known as The Renaissance this time around. We found the name significant, given the hope it has ignited downtown.

The announcement of the theater's revitalization, along with re-established police foot patrols on Mercer Street and

CHANGING THE MARGUEE FOR THE FIRST TIME.

[QUOTE HERE]

a development-friendly city government, support for the project has picked up dramatically.

From a series of murals funded by the Community Improvement Commission and storefront improvements made possibly by City of Princeton grants directly to business or property owners, to the movie nights in the park to raise funds for the Princeton Renaissance Project, the momentum our project has picked up has been nothing short of amazing.

PRP members knew we were hungry for positive change downtown. Now, we see our community wanted the same things; citizens simply needed a reason to believe that a better tomorrow – a renaissance of sorts – was possible. The theater has provided that catalyst.

Now, our focus must remain on that effort, as well as drawing other businesses – specifically, restaurants and family-friendly operations – downtown as well.

We also must strive to make New River Community and Technical College an integral part of downtown Princeton – turning students and faculty members into shoppers, diners, patrons and poster people for progress.

In this plan, we outline how we intend to accomplish goals we believe will save our downtown and start a renaissance.

Section I – Overview of the Planning Process

Princeton Renaissance Project began with backing from the Blueprint Communities initiative, as we formed our Blueprint Communities Team in late 2012 and began workshops in early 2013. Our team members included Sherri Anderson, Elke Doom, Robert Farley, Lori McKinney, Greg Puckett, John Trail, Tammie Toler, Steven Wise, and Patricia Wilson.

Sherri Anderson is the banking representative among the group, as she manages the Princeton branch of City National Bank. Sherri is a southern West Virginia native who recently returned home and is committed to working toward revitalization in the hometown she loves. A Princeton Rotarian and dedicated member of the Princeton-Mercer County Chamber of Commerce, Sherri is involved in a wide array of business, civic and community activities, and when she isn't working or playing to make Princeton a better place, she loves visiting her daughter and two grandchildren and traveling.

Elke Doom joined the Princeton Renaissance Project soon after arriving in southern West Virginia. Doom landed the job as Princeton City Manager in December 2012 and immediately joined forces with the Blueprint team. After living and working in Pennsylvania, New York and Michigan, Elke made her way to southern West Virginia, where she has earned a reputation as a hard-working, plain-spoken city manager committed to her new community. She makes it a point to walk through Princeton as often as possible, chatting with business owners and visitors, and it was under her leadership that the City Improvement Commission rolled out its beautification grant campaign to assist business owners with facade improvements.

Robert Farley is the chief executive officer of the Princeton-Mercer County Chamber of Commerce, where he spearheads a variety of community initiatives – including AutumnFest, the Women's Expo, the Princeton Christmas Parade, Shrimp Feast and more, along with working to create a business-friendly environment in southern West Virginia. Farley has a professional background in utilities, having worked long stints at Virginia Electric and Power Company and Appalachian Power Company, before embarking on his Chamber of Commerce Adventure. Robert and his wife, Beth, have three daughters, five grandchildren and three great-grandchildren.

Lori McKinney is a Princeton native, a performing and recording artist, co-founder of RiffRaff Arts Collective, and a believer in the potential for new life and a revitalized energy in downtown Princeton. Lori and her husband, Robert, perform and record with their band Option 22, and together, they founded Culturefest World Music and Arts Festival and All Together Arts Week, uniting artists and the community that surrounds them in and around Princeton. The pair also make a home in downtown Princeton, inside the RiffRaff Arts Collective they founded almost a decade ago in Lori's hometown. Lori lives and works at The RiffRaff, doing what it takes to make the wheels of the business turn while still making the art she loves.

SITE WHERE LARGE MURALS WERE PAINTED.

Greg Puckett is a native southern West Virginian with a passion for community, For nearly 13 years, he has worked tirelessly to bring special projects and initiatives in the hopes of preventing the use of alcohol, tobacco and other drugs amongst youth. In 2001, he began serving as Director for the Mercer County Drug Free Community Support Program, a special initiative of Community Connections Inc. (CCI) (the County's Family Resource Network). He has been successful in reaching across county and state lines to help guide the prevention and community revitalization process. In 2006, he led the charge to support funding for Teen Courts throughout West Virginia, and has continually advocated for the establishment of local Community Coalitions in every county. Through his

leadership he has continually challenged the community cultural norms and the local coalition was recognized by America's Promise as a four time winner of the 100 Best Communities For Young People from 2005-2010. In October 2006, he was appointed as Executive Director of Community Connections and is also the Director of the West Virginia CADCA (Community Anti-Drug Coalitions of America) Alliance and Director of the West Virginia Teen Court Association.

ARTIST' ALLEY IN PROGRESS.

John Trail began the Blueprint Communities journey with us, offering the uniquely creative, sturdy vision of an artist and an architect. A PikeView High School graduate and southern West Virginia native, John worked with E.T. Boggess Architects of Princeton, before moving to Murfreesboro, TN, but he continues to offer insight in our planning process and will complete one of the murals helping to transform downtown walls into works of art.

Tammie Toler has more than 12 years of journalism experience spanning newspapers, TV and new media outlets, but at heart, she's a storyteller who thrives on sharing tales that touch hearts and connecting the Princeton community through the Princeton Times. Currently the editor and general manager of the weekly newspaper, Tammie is also active in the community, including the Rotary Club of Princeton, Child Protect, Princeton-Mercer County Chamber of Commerce and more. And, she's eagerly awaiting the happy headlines that emerge as the Princeton Renaissance Project unfolds.

Steve Wise is currently campus dean for the Mercer County Campus of New River Community and Technical College. He has been a higher education administrator for over 30 years, serving both private and public institutions in Ohio, Indiana, Kentucky, and West Virginia. In addition to his most recent work as campus dean, his administrative experience includes academic advising, career planning, institutional advancement, and residence life. Steve worked with the University of Michigan to provide educational opportunities for UAW-represented Ford and General Motors employees with his office located in the manufacturing facilities. He and his wife, Becky have started and operated two retail sporting goods stores in two small communities in Ohio. Steve also spent time in the car business with experience in new and used car sales as a sales person, new car sales manager, finance and lease manager, and lease manager. Steve holds a masters' degree from Bowling Green State University and is currently completing his doctorate at the University of Kentucky. Steve and Becky are the proud parents of three daughters, three sons-in-law, and seven grandchildren.

Patricia Wilson is Princeton's mayor, currently serving her third term at the helm of City Council and as an at-large representative on the panel that governs the community. She is particularly committed to beautification efforts throughout Princeton and has been instrumental in procuring and planning for new Christmas decorations, new street banners and the renaming of the Dick Copeland Town Square. She is one of the driving forces behind the Community Improvement Commission and takes great pride in her city. When Pat isn't busy with her city duties and civic engagements, she still runs a beauty salon inside an addition on her home, where she keeps in constant contact with citizens of the area.

Once our team was in place and our first Blueprint Communities workshops opened our minds, we began brainstorming possible projects through networking in the community, online questionnaires, Facebook polls and more, and it quickly became apparent that our project must focus on downtown revitalization.

There, we knew there are long-term businesspeople who genuinely care about their community and want to serve the

[QUOTE HERE]

citizens. However, an outdated set of negative perceptions – i.e. rampant drug abuse, prostitution, and loitering – and the reality of some historic structures that needed lots of love plagued the region. But, there were signs of hope also. Mercer Street – our historic heart of downtown Princeton – was also home to a growing arts community, a thriving music school, the city's own Dick Copeland Town Square, the site of the future Princeton City Hall, the award-winning Princeton Public Library and museums to our railroad and agricultural history.

We determined that the environment and time were right to make a move to rewrite our downtown's story. For far too long, citizens looked back with fond memories of Saturday mornings spent walking through the city shops, taking in an afternoon western at one of the city's two movie theaters and grabbing a bite to eat with a favorite flavor that still lingered. Yet, few of those fond memories extended past 1980, when Mercer Mall opened in Green Valley and lured much of the downtown businesses and even more of the shoppers away.

We set out to change that, drafting this common vision: By 2016, we will have an attractive, economically vibrant downtown environment that inspires a sense of pride and renewal, where community members are active, engaged and excited.

ARTIST' ALLEY PAINTING IN PROGRESS.

While we had all sorts of small initiatives at work, pushing toward a restored pride in downtown Princeton, new businesses laid roots in our treasured historic landscape, but we knew we needed a cornerstone – something big and strong to get people's attention, win their hearts and give them a solid reason to come back downtown.

We found that with the historic Royal/Lavon Theater. Time and again, our surveys and conversations indicated the re-opening of a Mercer Street movie house and/or performance venue would inspire citizens to get involved downtown and bring them back to the street and community they once loved but had somehow too often grown to fear. The church that was occupying the theater put the building up for sale as our Blueprint Communities plan took shape.

Though the transaction happened faster than we planned, thanks to a very generous contribution from the Anne S. and H.P. Hunnicutt Foundation, we purchased the theater building through Community Connections Family Resource Network and announced an upcoming capital campaign in Princeton.

In addition to the theater, the upcoming Princeton City Hall move back downtown also brings the Princeton Police Department much closer to ground zero in our fight to reclaim our community, and the move also brings New River Community and Technical College students downtown every day. NRCTC plans to lease an unused portion of the new city hall for classes, bringing hundreds of students downtown on a daily basis, adding a community of customers who will need places to shop for food, gifts, books, lunch and more.

This document will be our guiding outline throughout the Princeton Renaissance Project, documenting where we started, how we got here and where tomorrow will take us. We identified our prime challenges as a lack of ongoing civic engagement, negative perceptions of the downtown area, absence of an economically vibrant downtown, the impending integration of New River Community and Technical College and the lack of adequate and diverse housing options to serve young professionals and New River CTC students. And, we have outlined a multi-year plan to target each of these challenges turn them into strengths of our revitalized downtown.

Our team members have committed to extending our existence far beyond the timeline of the Blueprint Communities 2013 initiative. Princeton Renaissance Project will

TEAM GATHERING TO PLAN THE PROJECT.

continue to steer the implementation of this plan through regular meetings as a group, through oversight of projects executed in support of our efforts and a public relations campaign showcasing all that is bright about Princeton's outlook.

In addition to the theater campaign and beautification projects, we have also committed to draw attractive restaurant options, active entertainment options and more downtown to support all the initiatives and to make downtown Princeton the shopping, arts and entertainment destination it deserves to be.

Section II – Assessment Results

Princeton was established in 1838, burned during the Civil War, rebuilt and incorporated in 1909, as the Virginian Railway wound its way through the region and established repair shops in the community. With a current population of roughly 6,400, Princeton is the smaller of Mercer County's two cities, thanks to narrow corporate boundaries. While the entire city is only roughly 4.5 square miles in area, the greater Princeton area is much larger and offers a more substantial workforce and customer base, including widespread development to the east of the city along the U.S. 460/I-77 interchange. That development offers big box stores, national retail chains, franchise restaurants and a handful of hotels for weary travelers – all of which we treasure. However, we believe the real flavor of our community thrives downtown, where Nonna's Italian Kitchen, Café Soleil and Almost Heaven Bakery serve up homemade treats made fresh daily, where Dayfly Books and Collectibles draws browsers, where Saltbox House helps homeowners decorate and where Diamonds 'N Gold Look has the perfect piece of jewelry or art glass for any gift.

From the early 1900s through the mid- to late-1970s, Mercer Street was obviously the heart of Princeton. It was where families went to buy everything from groceries to the finest in fashion. It was populated with stores like French's, where every little girl wanted to purchase a dress; Lynch's, and The Stag, which offered fine menswear; and Santon's, where the Christmas window displays were among the wish lists of many local women. It was also home to the much beloved G.C. Murphy store, which is still discussed regularly in downtown Princeton, despite the fact that the upper level of the store burned and the corporation closed decades ago.

Mercer Street was also the home of at least three hotels, barber shops, restaurants, and

HISTORIC PRINCETON

[QUOTE HERE]

FUND-RAISING THERMOMETER ON THE FRONT OF THE RENAISSANCE THEATER

much more. In short, it boomed, and citizens thrived on the progress.

Unfortunately, the Virginian gave way to Norfolk Southern Railway, which closed the Princeton rail yard, and Mercer Mall opened in the early 1980s and drew many of our shopping destinations to Green Valley. Downtown Princeton has acquired the unfortunate reputation as a haven for street dwellers, drug activity, prostitution and more. Although some of these negative stereotypes have a basis in truth, many are blown completely out of proportion and are carried on largely in urban myths. However, perception matters.

We repeatedly found during information fact-finding conversations with Princeton citizens and visitors that two factors that kept them away from downtown involved a feeling of insecurity and the presence of people with whom they would prefer not to associate. Though Princeton Police Department reported the actual crime rate on and around Mercer Street was relatively low, we found that many of the people who responded to our surveys bought into the negative news surrounding Mercer Street.

[QUOTE HERE]

In addition, some of our local news media also perpetuate the negative stories, dedicating full news packages to anything bad that happens downtown, while giving revitalization efforts only passing mention. Negative public perception will be one of our most substantial obstacles as we work to rebuild Mercer Street for future generations and businesses of tomorrow.

Princeton Police Department recently re-implemented routine foot patrols downtown, putting officers in direct contact with downtown visitors and businesspeople on a daily basis, if not more often. These patrols ranked high in approval rating during our research, and respondents reported that the impending movement of PPD downtown will only improve their feelings of safety.

Improved lighting and potentially even security cameras are also options we're considering to curb illicit activity, monitor the area and help our citizens feel secure downtown.

Beyond the safety aspect, our research surveys, both written and online, indicated that people in and around Princeton previously didn't see much reason do go downtown on a regular basis. Although they might occasionally stop in at a local business, they hungered for more restaurant and entertainment options, and they would welcome the opportunity to go downtown for productive purposes.

Overwhelmingly, the items that garnered the most support on our surveys were the renovation and restoration of a movie theater and/or performance house and the addition of restaurants downtown. Shopping is also an important lure, as are community activities that are good for the whole family, making Celebrate Princeton, AutumnFest, All Together Arts Week, Music in the Square, Open Stage Night at the RiffRaff and family-friendly movies all the more important.

And, we've found that despite the years of negative publicity and a bad rap, people are willing to come back to Mercer Street to volunteer, socialize, dine out and take in a movie, provided we can get the word out to them and make them feel safe while doing so.

In a survey answered by 160 participants, 86.5 percent reported they would attend movies and family night attractions, if a historic theater were renovated in downtown Princeton. More than 62 percent even indicated they would consider moving into a nicely renovated downtown apartment.

When asked what they would like to see in downtown Princeton, these same participants reported they longed for more unique shopping outlets, restaurants, a beautification project to build curb appeal, a farmer's market and more family events.

In our second survey, we asked respondents what sort of events they would like to see happen inside our theater, while we worked to restore it. Fifty-six people answered this question, and responses ranked, in order, included movie nights, music concerts, theme nights, all-day movie marathons and video-gaming tournaments. To date, we have hosted several movie nights, two concerts, and Monster Mash, a two-day Halloween extravaganza featuring family films early and a Saturday midnight showing of "The Rocky Horror Picture Show."

ARTIST' ALLEY PAINTING IN PROGRESS.

Section III – Vision and Prime Challenges

Our vision is simple, but some of our challenges are more complex. We want to breathe new life into downtown Princeton, bringing about a kind of growth and enthusiasm untapped for at least the last 30 years, without building unrealistic expectations that we can recreate the Princeton that lives on in memories of our citizens. This Princeton will be different, because it must, but it will be brilliant, uniquely beautiful and alive.

Our vision statement is as follows: By 2016, we will have an attractive, economically vibrant downtown environment that inspires a sense of pride and renewal, where community members are active, engaged and excited.

In order to turn this vision into a solid reality, we have identified four prime challenges that must be addressed. They include:

1. **LACK OF ONGOING CIVIC ENGAGEMENT.** Our citizens are genuinely hungry for positive change downtown, but previous efforts haven't fostered a sustained effort to get volunteers and stakeholders involved and let them possess the project. We must expand the Princeton Renaissance Project through task groups, committees, volunteers and more. This is necessary to get input from the community, make our movement relevant to citizens and accomplish our tasks.
2. **NEGATIVE PUBLIC PERCEPTION OF DOWNTOWN AREA.** We know that there are obstacles to Princeton's redevelopment, but we believe the positive far outweighs the negative. We simply have to get better at sharing our success stories and doing our part to make sure visitors downtown feel secure.
3. **ECONOMICALLY VIBRANT DOWNTOWN.** We have set a goal of drawing five diverse, sustainable businesses downtown, along with generating foot traffic and increasing sales for all businesses in the community.
4. **INTEGRATION OF NEW RIVER COMMUNITY AND TECHNICAL COLLEGE.** The community and technical college is moving downtown as part of a plan to lease a portion of the new Princeton City Hall and Municipal Building. By embracing these hundreds of students who will be downtown on a daily basis, we can improve their educational experience while building strong bonds between downtown Princeton and emerging scholars, entrepreneurs and tradesmen. If these students are not already from Princeton, we hope to help them adopt our town as theirs.

Section IV – Prime Challenge Performance Agendas and Measurement of Success

As part of our assessment and planning processes, we have identified several courses of action to help us navigate through the challenges of our revitalization efforts. The following is an outline of those performance agendas and the measurements with which we will gauge our success as the process evolves. A fuller description is presented in Appendix B.

PRIME CHALLENGES		BROAD ASPIRATIONS	TEAM MEMBER
1	LACK OF ONGOING CIVIC ENGAGEMENT.	By 2016, the level of civic engagement will be increased as measured by Facebook likes increase, documented comments and conversations; website traffic reviews; focus groups and roundtable meetings. While these indicators will help us gauge interest in the Renaissance Projects, we'll also see citizens taking solid steps to get involved. For example, they will step forward to host events such as Princeton Pooch Party, rolling out an open-air market and organizing community celebrations. Our aspiration is to have at least 20 citizens implementing the programs have an average of 100 people participating in the events.	Greg and/or Lori
2	NEGATIVE PUBLIC PERCEPTION OF DOWNTOWN AREA	By 2016, positive perception of downtown will be improved, by 100 percent, as evidenced in bi-annual surveys designed to scope the public perception of Mercer Street and in anecdotal documentation shared with team members by the community.	Tammie
3	ECONOMICALLY VIBRANT DOWNTOWN	By 2016, we will increase foot traffic by 500 percent for existing businesses and realize the development of 5 new, diverse, sustainable businesses.	Sherry & Elke
4	INTEGRATION OF DOWNTOWN WITH NEW RIVER CTC	By 2016, New River CTC students will frequent downtown businesses as measured by an increase in foot traffic, as reported by merchants, and the college will host 9 school events/functions downtown annually.	Steve & Robert
5	LACK OF ADEQUATE AND DIVERSE HOUSING OPTIONS DOWNTOWN	Princeton Renaissance Project will work with Pittsburgh FHLB to link potential investors with funding sources to rehabilitate housing options downtown.	Sherri

1. OVERCOMING A LACK OF ONGOING CIVIC ENGAGEMENT

A. OVERCOME APATHY

I. Over the next two years, Princeton citizens and visitors with a stake in its future will take ownership of the Princeton Renaissance Project through public meetings, surveys, interviews and focus groups. Our comprehensive planning process will be included in these opportunities to share with and learn from the communities.

II. We will host a series of block parties, once per month for six months and every other month after that with a minimum goal of 20 participants at each. A year-long schedule of attendance is a necessity to keep PRP volunteers and citizens up to date.\

III. We will conduct an annual focus group where citizens will report increased ownership and awareness of PRP.

IV. We will host regular conversations to get more input from the community and recruit new people to participate in and implement new projects.

B. CREATE OPPORTUNITIES FOR THE COMMUNITY TO LEARN AND TO SHARE IDEAS

I. Over the next two years, our community will share their ieas concerning PRP through downtown comprehensive planning process, civic engagement activities and more.

II. By August 2014, community meetings, surveys and creative presentations will inform the community of the creation of a comprehensive downtown plan.

III. We will continue to administer at least 12 surveys at various stages of development. These will run online, through social media, on our website, in the newspapers and in person.

C. COMBAT LOUD NEGATIVE VOICES

I. By mid-2014, we will pitch (or produce) at least 24 news stories where community members and PRP participants are featured, giving a chance for others to shine and grow as leaders.

II. We will promote initiatives through the Bluefield Daily Telegraph and the Princeton Times, aiming for at least two stories each month.

III. We will coordinate interviews on Radio Active and other local talk radio and broadcast programs, shooting for at least six updates annually.

2. OVERCOMING THE NEGATIVE PERCEPTION OF THE DOWNTOWN AREA

A. ADDRESS FEELINGS OF UN-SAFETY BY REDUCING THE CRIME RATE ON MERCER STREET BY AT LEAST 50 PERCENT BY 2014. WE WILL DO THIS THROUGH INCREASED POLICE PRESENCE IN FOOT AND VEHICLE PATROLS AND A GREATER VISIBILITY OF POSITIVE COMMUNITY FUNCTIONS.

I. In addition, by 2015, we will have implemented improved street lighting.

II. We will have promotional materials highlighting available parking, so that visitors will know how to get where they plan to go and feel secure in their surroundings.

III. By fall 2014, focus groups and surveys report that a majority of respondents perceive downtown as a safe place to visit.

IV. We will also strive to improve the pedestrian scale and landscape of Mercer Street, adding attractive benches, garbage receptacles, crosswalks, etc.

V. By 2016, our goal is to have secure public restrooms available downtown.

B. REVERSE THE NEGATIVE COVERAGE TRENDS AMONG LOCAL MEDIA.

I. Over the next two years, positive news and newspaper stories will outnumber the bad downtown publicity by 100 percent

II. We will roll out a 12 talk-show tour through local media outlets.

III. We will facilitate monthly positive editorials and feature pieces in print, on broadcast and online.

C. BUILD AN AWARENESS OF EXISTING PROGRAMS AND ACTIVITIES.

I. By mid 2014, focus groups and surveys report a 50 percent increase in community awareness of programs and activities.

II. We will have a Mercer Street business and organization marketing campaign implemented by 2014.

III. Individually and as a unit, we will engage in peer-to-peer networking through individual invitations to increase awareness.

IV. PRP members and volunteers will make quarterly presentations to Rotary and at least three other civic organizations.

V. We will publish at least two posts per week on our Facebook site and other social media outlets.

D. RESTORE PRIDE IN DOWNTOWN PRINCETON

I. By 2015, we will have reduced the number of derelict storefronts by 75 percent.

II. The community plan will recognize the buildings slated for demolition.

III. The City of Princeton will develop the timeline for mandated repairs or demolition.

IV. By 2016, we will have completed four beautification projects:

1. We will complete the multi-wall mural project including eight large walls, plus Artists Alley.
2. By 2014, Mercer Streetscape will include benches, trash cans, trees, plantings and more.
3. By 2016, all vacant storefronts will include artscapes and public service messages about PRP.
4. By August 2014, we will have completed at least six additional ghost murals.

3. ESTABLISHING AND SUPPORTING AN ECONOMICALLY VIBRANT DOWNTOWN

- By increasing foot traffic by 500 percent by 2016 for existing businesses and
- By realizing the development of five new, diverse, sustainable businesses.

A. WE AIM TO INCREASE SIDEWALK TRAFFIC BY 50 PEOPLE PER DAY BY 2015, AS MEASURED THROUGH INTERVIEWS WITH EXISTING MERCHANTS IN THE AREA.

I. We will organize a downtown merchants association with a goal of 90 percent merchant participation.

II. By 2014, an annual marketing campaign will promote downtown businesses, organizations, events and activities.

III. Each season will include at least one different way to showcase existing businesses.

B. BY 2016, APPLICATIONS TO THE COMMUNITY IMPROVEMENT COMMISSION BEAUTIFICATION PROGRAM WILL HAVE DOUBLED, AND AVAILABLE FUNDING WILL BY $20,000 BY 2015 AND $30,000 BY 2016.

I. We will promote the façade improvement grant program through media and peer communication.

II. We will showcase the grant successes in various media spotlights.

C. WE WILL SPUR NEW DEVELOPMENT DOWNTOWN.

I. We will realize private development in the downtown by attracting five new businesses in the next two years that are open and sustainable.

1. We will complete an inventory of developable property available
2. Plan and implement a business recruitment strategy, answering why a business would want to locate downtown.
3. We will attract incentives and support to put businesses downtown.
4. We will promote the program and incentives to influential businesspeople and families who might invest in the project.
5. We will rally support for entrepreneurs and start-ups.
6. We will secure accurate traffic counts downtown to offer businesses an idea of what we offer.

II. We will redevelop the former Lavon Theater as a cornerstone for development and a highly valued and utilized venue in the community.

1. We will have a detailed business plan in place, including an organizational structure.
2. We will secure funding for development of a capital campaign.
3. We will purchase the building and make renovations.
4. We will establish an operations plan to guide the theater past its opening.
5. By 2016, The Renaissance will open as a movie theater and potential performance venue.

III. We will lure a successful restaurant downtown, near The Renaissance, by mid-2014.

1. We must identify an emerging or existing restaurateur.
2. Confirm availability of a suitable building.
3. Secure an investor to rehabilitate/renovate the building.
4. We will build a group of volunteers to problem-solve development challenges. Team will include members who have successfully completed similar projects in other areas.

IV. We will build entertainment options downtown.

1. We will identify ideal space for a family-friendly entertainment business such as putt-putt golf, laser tag or an arcade.
2. Media will help us get the word out that we are seeking such an organization.
3. We will recruit a business owner for the entertainment venue, thus putting at least one family entertainment activity downtown by 2016.

V. Shopping options will expand downtown.

1. We will support and foster the existing open-air market effort.
2. We will identify space for an even bigger, more diverse market.
3. We will pair an investor with the market representative.
4. We will work with the existing Farmers' Tailgate market and encourage the organization to make a move downtown.
5. By 2016, we will have an open-air market located downtown on Saturdays.

4. INTEGRATE NEW RIVER COMMUNITY AND TECHNICAL COLLEGE WITH DOWNTOWN CULTURE

A. WE WILL OFFER NRCTC STUDENTS A WAY TO BE A PART OF THE PRP DOWNTOWN MOVEMENT AND ACTIVITIES.

I. By 2014, NRCTC students will be frequent customers of downtown businesses, measured by the number of student discounts cashed in at downtown merchants' businesses.

1. To help students understand what's available through PRP, we will host regular Rap sessions, with a goal of at least 15 students at each session.
2. We will encourage local businesses to offer a slight student discount. Info collected from these discounts, along with merchant interviews, will be used to determine the amount of student involvement downtown.
3. The college and businesses will collaborate for promotion of services to students.
4. New River CTC will annually host 10 college/community events downtown, giving students a reason to go downtown outside of class.

II. By 2015, 100 percent of NRCTC vocational training classes will be utilizing building revitalization and beautification projects for real-world training.

1. We will coordinate programs with downtown renovation projects using the projects as opportunities for hands-on work experience.

B. WE WILL OFFER STUDENTS A WAY TO CONTRIBUTE TO THE COMMUNITY.

I. By 2015, NRCTC will sponsor after-school and Saturday programs for elementary and middle school students utilized by a minimum of 25 students attending each session.

1. NRCTC will establish routine age appropriate programs for elementary and middle school students in visual arts, music, theater during after school hours and on Saturdays. Initially one per week during the week and two per month on Saturdays

C. WE WILL SEEK TO INCREASE THE ADEQUATE HOUSING AVAILABLE DOWNTOWN FOR STUDENTS AND SINGLE PROFESSIONALS.

I. We will complete an inventory of currently available space (total space that is ready for occupancy), un-used residential space (that requires renovation before it could be occupied), and number of units currently occupied.

II. We will seek to pair investors and developers with property owners.

III. By 2016, housing stock for students and single professionals will be increased by 50 percent.

Section V – Civic Engagement Performance Agenda and Measurement

Over the next two years, or goal is to increase sustainable civic engagement among Princeton citizens and stakeholders in the PRP and the growth and redevelopment of our downtown area. In order to build stronger bonds between the project, project members and the community, we will continue to host a variety of events and provide venues where citizens, visitors, volunteers and other interested parties may share their ideas, plan for future projects and offer input on PRP and the downtown progress.

TRICK-OR-TREAT ON MERCER STREET DURING INAUGRAL MERCER MONSTER MASH

These gatherings – formal and informal – will include surveys, interviews, focus-group discussions and suggestion boxes that may be evaluated on a regular basis to assist PRP members in gauging public support.

We have already hosted several Renaissance Rap Sessions inviting interested community members into The Renaissance to tour the old theater before renovation really takes shape, gather ideas and build bonds with people who want to make a difference. Several items of value have emerged from these sessions, including added buy-in from people who desire to see downtown revived and some amazing ideas.

It was during one of the Renaissance Rap Sessions that the idea to host a red carpet premiere of Princeton native Kevin Sizemore's new movie "A Christmas Tree Miracle" arose. One of our volunteers, Scott Noble, took the thought and ran with it, with assistance from some of our PRP committee members. After a few months of working and networking, we hosted the event on Nov. 16, selling approximately 952 tickets to the event, raising funds to support the PRP and further involving our community in the project.

During another community discussion of an off-shoot of PRP, Princeton artists and merchants created the Trick-or-Treat on Mercer Street event, inviting children and families downtown for treats, a Harry Potter Party and more. PRP joined the effort, showing Halloween-themed movies on back-to-back nights, to create the two-day extravaganza that earned the moniker Monster Mash.

When it comes to informing the community and gauging ownership of our projects, the PRP social media Facebook site is another boon to our effort. Currently, Greg Puckett and Lori McKinney monitor the Facebook site and post the majority of the information available to keep the community connected. In the future, this task should likely be assigned to an intern or perhaps a VISTA volunteer assigned to the project, thus freeing PRP committee members to work on other tasks and designating one particular person to maintain the social media communications with greater consistency.

We will continue to engage, inform and entertain the community through regular news stories in print, broadcast and online media entities. PRP members have set a goal of 24 positive news stories featuring key contributors to the project by 2014. Tammie Toler and Lori McKinney will lead the drive to pitch these stories to local media outlets and perhaps even produce some pieces ourselves. We will monitor the stories as they are produced and collect clippings or copies, if possible, to document the progress as the project moves forward.

One of our other goals regarding media is that the positive news stories concerning Mercer Street and the downtown area will outnumber the negative items by 100 percent. Currently, we estimate that we have a 50 percent positive community sentiment and a 50 percent negative perception built on outdated stereotypes regarding drug and prostitution activities paired with an economy slower than other parts of the area. Even the 50 percent positive perspective is a vast improvement from our recent past. We believe that getting good news to the community will only increase enthusiasm for our project.

Moving on to our next goal, we will improve the public perception of the downtown area through a number of fronts. Up first, we have set a goal of reducing the police reports downtown by 50 percent. This is measurable by tracing the number of times Princeton Police responds to Mercer Street and can be confirmed through documentation at Princeton Police Department. We will gauge the number of calls every six months through interviews with PPD officials.

Focus group discussions will also assist in measuring the public perception of the increased safety downtown. We will conduct the focus group discussions at least quarterly. Additionally, we will use the focus groups to report back on their knowledge of downtown happenings.

A reduction in the number of derelict storefronts and the addition of beautification efforts will also propel positive perception of Mercer Street. We have already taken

Photo by R. Short.

CAKE FOR PRP AT THE "BUSINESS AFTER HOURS" FUNDRAISER SPONSORED BY CITY NATIONAL BANK AND THE CHAMBER OF COMMERCE

some action to improve the appearance of vacant storefronts. Appalachian Artists have placed their works inside the store windows where no businesses are housed, improving the aesthetics of the buildings while we work to recruit businesses and development options. In addition, several new murals are in the works, transforming the walls of a burned-out business into the backdrop of a community garden, linking the Town Square with a large mural on an adjacent building wall, improving the appearance of the city streets and even offering a history lesson on a famous Princeton musician.

These projects have taken huge steps toward revitalization. Their vibrant colors and beautiful artwork garner attention of passersby, as well as the media representatives seeking stories. Therefore, they have helped on the engagement front tremendously.

The City of Princeton and its Community Improvement Commission have also jumped aboard the effort furnishing $12,000 in grant funding to business or property owners looking to rehabilitate the facades of their buildings. So far, these grants have helped six property owners throughout Princeton complete projects they may not have managed on their own. The city has committed to increase grant funding to $20,000 next year and $30,000 in its third year.

Focusing on our mission to establish an economically vibrant downtown, we have already taken the step of purchasing the theater and renaming it The Renaissance. It has already served as a point of pride for Princeton citizens who loved the theater when it operated as The Royal or The Lavon, and they are thrilled to see it hosting events that draw people together again for shared experiences. We have already hosted several movie nights, a Business After Hours event and more, bringing people from all segments of the population into our theater.

We also hope to use the theater as a lure for other business, including a restaurant – which will allow participants to enjoy the dinner-and-a-movie combo, and at least one other family entertainment business, such as an arcade or putt-putt golf course.

PRP has high hopes for the integration of New River Community and Technical School and its students into the downtown effort. Toward that end, we have planned a program asking downtown merchants to offer students a small discount, allowing the businesses and PRP to track how much students utilize the services downtown; including vocational training in our real-world renovation projects; hosting after-school and Saturday programs produced by NRCTC students and increasing the housing stock available for NRCTC students and single professionals downtown.

Currently, the school is slated to move from its current location inside the Mercer County Technical Education Center into its new home in space shared by the Princeton Municipal Building sometime in 2014.

[QUOTE HERE]

CROWD WAITS OUTSIDE THE RENAISSANCE THEATER DURING THE INAUGRAL MERCER MONSTER MASH

Section VI – Resource Development Plan

One of our most substantial needs currently is buy-in from developers who have the financial capability and the technical know-how to redevelop Mercer Street beyond the theater. We have several strong structures for sale that need work to adequately serve as business locations or housing options. However, what we have not identified thus far is a developer or developers willing to commit wholeheartedly to the project. So far, we have interest from Main Street Builders, of Princeton, and at least one other developer has approached Lori McKinney about the possibility of establishing a diner or café on Mercer Street. We must turn that interest into real commitment and action.

Next, we need to businesses willing to locate downtown in the structures our developers restore or renovate.

Funding for streetscape and lighting improvements is a primary concern for PRP. We know that we need enhanced, attractive lighting to build the feelings of safety among our citizens downtown. Ideally, our goal is to make the lighting compliment the historic lights that currently line East Mercer Street and our courthouse district. However, doing that without grant funding would be nearly impossible. We must seek out any grant funding that might be available for similar projects and complete application.

Our hope is that FHLB might assist with funding for housing initiatives, should one of the downtown's apartment buildings become available for purchase and redevelopment.

And, on an administrative front, we are in dire need of a person, funded either through our capital campaign efforts or a cooperative program such as the AmeriCorps VISTA program, whose primary goal is to coordinate PRP communications, compile research and analyze the data our efforts have gathered.

Appendix A – Population, Economy, Housing Data & Trends

INTRODUCTION

PRINCETON

Princeton, established in 1838, is a town of approximately 6,400 people and is the county seat for Mercer County, population 62,500. It is also part of the Bluefield WV-VA micropolitan area, population 107,000. It is the recipient of the Excellence Award from the West Virginia Planning Association for Princeton Comprehensive Plan, containing long-term planning efforts for utility, economic development, and regional transportation projects.

TRANSPORTATION & ACCESS

Two major highways – I-77 and US Rte 460 intersect just outside Princeton which is the southern terminus of the West Virginia Turnpike. The closest city with 50,000 people is Roanoke VA, (63 miles). The nearest Amtrak station in Hinton is 45 minutes away. The closest airport is the Mercer County Airport (15 minutes), however that airport does not currently have commercial flights.

PROXIMITY TO MEDICAL, COLLEGE, AND BANKING SERVICES

Local medical facilities include Princeton Community Hospital and Bluefield Regional Care Center (10 miles). Colleges include the Mercer County Technical Education Center, Valley College, and Concord University (6 miles, enrollment 2,300). Two large universities include Radford (35 miles, 7,900 enrollment) and VPI (39 miles, 27,887 enrollment). Banks include: First Community Bank, First Century Bank, Inc, City National Bank of West Virginia, Branch Banking and Trust Company, New Peoples Bank, Inc., MCNB Bank and Trust Co.

ARTS & CULTURE

Princeton offers many events and venues featuring music and arts. The city recently opened a new Performing Arts Center, has several venues for live music and artistic productions, including the Riff Raff Arts Collective. Annual fairs and festivals include a week-long All-Together-Arts festival in May, Celebrate Princeton in June, the Mercer County Fair in August, and in the fall, Autumnfest, Culturefest, and the Country Craft Guild Show. The city has three museums (Railroad, War and Cultural museums) and several buildings on the National Historic Register.

PROXIMITY TO RECREATION FACILITIES

Princeton is home to the Princeton Rays, a minor league baseball team. Nearby recreational opportunities offer Camping, hiking, whitewater rafting, swimming, picnicking, fishing, snow skiing, golfing. Pipestem Resort State Park is just a few miles away.

MEDIA

Newspapers include the Princeton times and the Bluefield Daily Telegraph. TV stations include: WLFB-TV-Channel 40 (Bluefield, WV) and WVVA-TV Channel 6 (Bluefield).

COUNTY EMPLOYERS

Top employers in Mercer County are the Mercer County Board of Education, Princeton Community Hospital, Bluefield Regional Medical Center, Echostar, Norfolk Southern, Wal-Mart, Bluefield Daily Telegraph, WV Division of Highways, Concord University, Kroger, and Lowes.

SOURCES

http://www.cityofprinceton.org/home/

http://www.mercercoeda.com/profile.php

http://www.frontiernet.net/~pmccc/

http://www.visitmercercounty.com/historic_sites.html

http://www.city-data.com/city/Princeton-West-Virginia.html

THE FIRST "RENAISSANCE ROCKS" CONCERTS

GENERAL POPULATION DATA & TRENDS

This section contains information on the population, including size, median age, educational achievement, median household size and income and poverty rates.

- Table 1 and 2 illustrate, Princeton's population has declined 14% since 1980 compared to a 5% decrease statewide during the same period. However, in the last decade, Princeton has experienced a small gain in population.
- Chart 1 shows that nationally, statewide and in Princeton, the population is aging and, since 1990, at almost the same rate. West Virginia's 2010 median age is 41.3, 11% higher than the national median at 37.2. At 47.5, Princeton's 2010 median age was above15% higher than the state.
- Charts 2 and 3 illustrate the educational achievement of the population. Chart 2 shows that, while the percentage of West Virginia's population with a High School Degree or higher is lower than the national percentage, that gap was narrowing in years 2000 and 2010. Princeton was significantly below the state in high school graduates in 1990 and 2000, but in 2010 was just 2% points below. In 2010, 14% of Princeton's population had a Bachelor's degree compared to the state's percentage (18%), which is substantially below the national rate (28%).
- Table 3 shows an overall trend toward shrinking household sizes.
- Chart 4 shows that median household income for both Princeton and West Virginia is significantly lower than the national median income. The nation's median income increased at a faster pace, particularly between 1980 and 2000.
- Table 4 shows that Princeton and the state have similar trends, with poverty sharply increasing from 1980 to 1990 and then decreasing in 2000. While the state percentage continued to decrease, Princeton's rate plateaued at 16%.

TABLE 1: POPULATION

	1980	1990	2000	2010
West Virginia	1,949,644	1,793,477	1,808,344	1,852,994
Princeton	7493	7043	6347	6432

TABLE 2: POPULATION CHANGE

	1980-1990	1990-2000	2000-2010
West Virginia	-8.0%	0.8%	2.5%
Princeton	-6.0%	-9.9%	1.3%

TABLE 3: AVERAGE HOUSEHOLD SIZE

	1980	1990	2000	2010
Princeton	2.4	2.2	2.1	2.2
West Virginia	2.8	2.6	2.4	2.4
USA	2.8	2.6	2.6	2.6

TABLE 4: PERCENTAGE OF FAMILIES LIVING BELOW POVERTY LEVEL

	1980	1990	2000	2010
Princeton	9.1%	20.8%	16.0%	16.0%
West Virginia	11.7%	16.0%	13.9%	13.2%
USA	9.6%	10.4%	9.2%	11.1%

CHART 1: CHANGE IN MEDIAN AGE

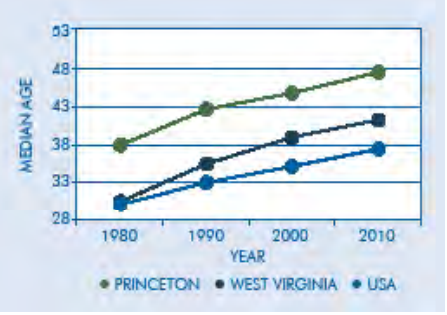


CHART 2: % OF POPULATION THAT IS HIGH SCHOOL GRADUATE OR HIGHER

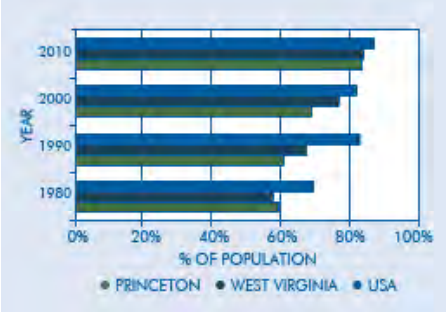


CHART 3: % OF POPULATION WITH BACHELOR'S DEGREE OR HIGHER

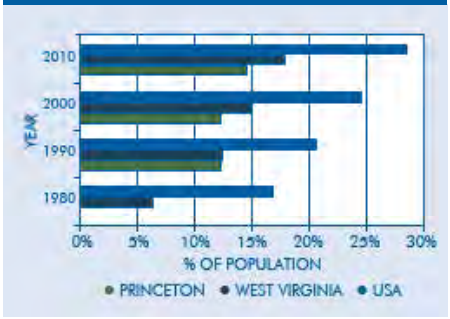


CHART 4: CHANGE IN MEDIAN HOUSEHOLD INCOME

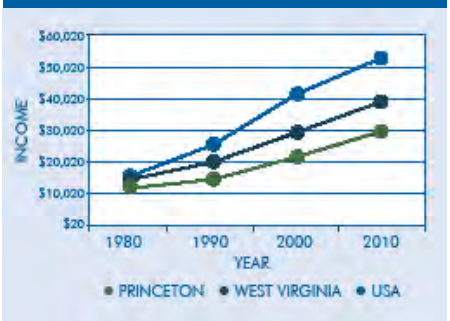


TABLE 5: GENERAL POPULATION DATA FOR PRINCETON, WV AND USA				
INDICATOR	2010	2000	1990	1980
PRINCETON				
Total Population size	6432	6347	7043	7493
Median age	47.5	44.7	42.7	37.8
% under 18 years	19.4%	18.4%	24%	22.7%
% 65 and older	22.3%	25.8%	25.3%	20%
Bach degree or higher	14.2%	12.1%	12.1%	
High school grad or higher	81.3%	67%	59.1%	57.8%
Household size	2.16	2.09	2.15	2.38
Median Household Income	$29,920	$21,736	$14,945	$12,563
% of families living below poverty level	16%	16%	20.8%	9.1%
WEST VIRGINIA (STATEWIDE)				
Total Population size	1,852,994	1,808,344	1,793,477	1,949,644
Median age	41.3	38.9	35.4	30.4
% under 18	20.90%	22.3 %	24.7%	28.7%
% 65 and older	16.2%	15.3%	15.0%	12.2%
High School Graduate or higher	82.6%	75.2%	66%	56%
Bachelor's degree or higher	17.6%	14.8%	12.3%	6.1%
Average Household size	2.4	2.4	2.6	2.8
Median Household Income	$39,550	$29,696	$20,795	$14,564
% of families living below poverty level	13.2%	13.9%	16%	11.7%
USA (NATIONWIDE)				
Total Population size	308,745,538	281,421,906	248,709,873	226,545,805
Median age	37.2	35.3	32.9	30.0
% below 18	23.7%	25.7%	25.9%	28.4 %
% 65 & older	13.3%	12.4%	12.6%	11.2 %
High School Graduate or higher	85.4%	80.4%	81.2%	67.7 %
Bachelor's degree or higher	28.2%	24.4%	20.3 %	16.4%
Average Household size	2.6	2.6	2.6	2.8
Median Household Income	$52,762	$41,994	$25,986	$15,064
% of families living below poverty level	11.1%	9.2 %	10.4%	9.6%

(Data sources listed in Appendix C)

EMPLOYMENT & ECONOMIC DATA & TRENDS

This section contains economic and employment information, including labor force participation, unemployment rates, commute time, weekly wages. It also contains information on the number, size and payroll of business establishments in Mercer County and breakdowns by Industry Sector.

RECENT TRENDS IN EMPLOYMENT IN BLUEPRINT COUNTIES

TABLE 6: UNEMPLOYMENT RATES

COUNTY	DEC 2011	DEC 2012	NET CHANGE
Mercer County (Bluefield & Princeton)	7.4	7.4	0
Nicholas County (Richwood)	9.0	10.3	1.3
Pocahontas (Marlinton)	10.5	10.5	0
Raleigh (Sophia)	6.7	7.8	1.1
Summers (Hinton)	9.3	9.9	.6

Source: Bureau of Labor Statistics, Mid-Atlantic Information Office, 2012. Unemployment rates by County in WV, December 2012 (not seasonally adjusted) http://www.bls.gov/ro3/wvlaus.htm

TABLE 7: EMPLOYMENT

COUNTY	JUNE 2012	% CHANGE, JUNE 2011-12	RANK STATEWIDE BY % CHANGE
Nationwide	132,896,015	1.8	n/a
Statewide	712311	1.4	n/a
Mercer County (Bluefield & Princeton)	20,667	-1.7	45
Nicholas County (Richwood)	8582	-2.1	47
Pocahontas (Marlinton)	2950	-1.2	44
Raleigh (Sophia)	33693	.9	25
Summers (Hinton)	2294	-.2	36

TABLE 8: AVERAGE WEEKLY WAGE

COUNTY	2ND QUARTER 2012	RANK BY WAGE LEVEL	% CHANGE, 2ND QUARTER 2011-12	RANK BY % CHANGE
Nationwide	$903		1.3	
Statewide	$776		1.4	
Mercer County (Bluefield & Princeton)	$661	40	3.6	17
Nicholas County (Richwood)	$737	24	5.3	10
Pocahontas (Marlinton)	$544	54	-4.9	51
Raleigh (Sophia)	$792	16	4.6	14
Summers (Hinton)	$548	53	1.9	30

Source: Bureau of Labor Statistics, Mid-Atlantic Information Office, 2012. Employment & Wages by County in WV, Second Quarter 2012 http://www.bls.gov/ro3/qcewwvdata.htm

BUSINESSES IN MERCER COUNTY

TABLE 9: BUSINESSES BY SIZE			
NUMBER OF EMPLOYEES	NUMBER OF ESTABLISHMENTS	NUMBER OF PAID EMPLOYEES FOR PAY PERIOD INCLUDING MARCH 12, 2010	ANNUAL PAYROLL ($1000)
All sectors	1350	18,451	$578,775
1-4 employees	621	Data unavailable	Data unavailable
5-9 employees	325	Data unavailable	Data unavailable
10-19 employees	215	Data unavailable	Data unavailable
20-49 employees	129	Data unavailable	Data unavailable
50-99 employees	39	Data unavailable	Data unavailable
100-249 employees	14	Data unavailable	Data unavailable
250-499 employees	4	Data unavailable	Data unavailable
500-999 employees	2	Data unavailable	Data unavailable
1000 or more	1	Data unavailable	Data unavailable

TABLE 10: BUSINESSES BY TYPE			
INDUSTRY SECTORS	NUMBER OF ESTABLISHMENTS	NUMBER OF PAID EMPLOYEES FOR PAY PERIOD INCLUDING MARCH 12, 2010	ANNUAL PAYROLL ($1000)
Agriculture, Fishing, Hunting	3	Data unavailable	915
Mining, Quarrying, Oil & Gas extraction	6	Data unavailable	243,846
Utilities	6	Data unavailable	10,285
Construction	102	705	56,383
Manufacturing	60	1542	44,234
Wholesale Trade	51	569	62,128
Retail Trade	250	3256	119,128
Transportation & Warehousing	34	233	13,941
Information	24	1011	20,550
Finance & Insurance	65	584	19,588
Real Estate, rental, leasing	43	156	9,199
Professional, Scientific & Technical	86	522	39,337
Management of companies	5	Data unavailable	31,556
Admin. & support and waste mgmt. & remediation services	45	783	29,441
Educational services	9	118	Data unavailable
Healthcare and Social Assistance	248	4871	269,167
Arts, Entertainment & Recreation	23	140	5,636
Accommodation & Food services	110	2115	45,944
Other services (except for Public Admin.)	179	1083	25,653

Source: US Census Bureau, CB1000A3 2010 County Business Patterns: Geographic Area Series: County Business Patterns by Employment Size, Class.

TRENDS IN EMPLOYMENT BY INDUSTRY SECTOR

Key Points for the Table 11:

- The largest employment sectors statewide in 2012 are Government (20%), Education and Health Services (17%), Retail trade (13%) and Leisure & Hospitality (10%).
- The largest employment sectors in Princeton in 2011 are Education & Health Services (26%), Retail Trade (13%) and Leisure & Hospitality (11%).
- Largest gains in employment state-wide from 1990 to 2012 are in Education and Health Services (6%), Retail trade (5%) and Professional and business services (3%).
- Largest declines in employment state-wide from 1990 to 2012 are in Wholesale Trade (-13%) and Manufacturing (-7%).
- Largest gains in employment in Princeton from 1980-2011 are in Other Services (7%), Leisure & Hospitality (5%) Financial Activities & Education & Health Services (both 3%).
- Largest declines in employment in Princeton from 1980-2011 are in Manufacturing (-6%), Communication, Transportation & Utilities (-5%), and Retail Trade (-4%).

TABLE 11: NONFARM WAGE & SALARY EMPLOYMENT

	WEST VIRGINIA[1]			PRINCETON			
INDUSTRY TYPE	2012	2000	1990	2011[2]	2000[3]	1990[4]	1980[5]
Mining and Logging, Agriculture	4%	3%	5%	3%	1%	4%	6%
Construction	5%	5%	4%	8%	7%	11%	6%
Manufacturing	6%	10%	13%	7%	11%	8%	13%
Wholesale Trade	2%	3%	15%	3%	3%	3%	4%
Retail Trade	13%	13%	8%	13%	16%	23%	17%
Communication, Transportation & Utilities	6%	6%	7%	5%	3%	5%	10%
Information	1%	2%	2%	2%	2%	0%	0%
Financial Activities	4%	4%	4%	7%	5%	6%	4%
Professional & Business Services	8%	8%	5%	3%	5%	9%	5%
Education & Health Services	17%	14%	11%	26%	27%	28%	23%
Leisure & Hospitality	10%	8%	8%	11%	12%	0%	6%
Other Services	7%	7%	5%	7%	5%	0%	0%
Government/Public Administration	20%	19%	20%	4%	4%	2%	5%

1 Data on West Virginia: US DoL, Bureau of Labor Statistics, Economy at a Glance, West Virginia, http://www.bls.gov/eag/eag.wv.htm#eag_wv.f.3

2 Data on Princeton, 2011: US Census Bureau, DP03 Selected Economic Characteristics 2007-2011 American Community Survey 5-year estimates

3 Data on Princeton 2000: US Census Bureau, DP-3 Profile of Selected Economic Characteristics: 2000 Census 2000 Summary File 3 (SF 3) Sample data

4 Data on Princeton 1990: Census of Population Social and Economic Characteristics, WV, Issued Sept 1993, CP-2-50

5 Data on Princeton 1980: Census of Population Volume 1, Chapter C General Social and Economic Characteristics West Virginia Part 50, PC80-1-C50

TRENDS IN % POPULATION WORKING, UNEMPLOYMENT & COMMUTING TIMES

- Charts 5 and 62 illustrate the percentage of the population 16 and older in the labor force, and the rate of unemployment for the civilian labor force for Princeton, West Virginia and the nation. West Virginia's percentage of population in the labor force is below the nation's, however in 2000 and 2010, the state closed the gap somewhat. In 1980, Princeton's percentage was almost the same as the state's but then dropped to a 10% difference in 1990. It is still below the state, but in 2010 Princeton came within 6% of closing the gap.
- Table 12 shows Mercer County's annual unemployment rate during the last 3 decades parallels West Virginia's rate. In 1980 and 1990, West Virginia experienced higher unemployment than the nation. However, in 2010, the national unemployment rate was 9.6%, exceeding both West Virginia and Mercer County(both 8.4%). Mercer County's unemployment rate decreased in 2011 to 7.9%. In 2012, the state's unemployment rate was at 7.3%, below the national rate of 8.1%.
- Table 13 shows that Princeton workers' mean commuting time has remained constant from 1980 to 2010, compared to the state mean which has risen by 6.3 minutes since 1980.

TABLE 12: EMPLOYMENT & ECONOMIC DATA FOR PRINCETON, WV AND USA

INDICATOR	2010	2000	1990	1980
PRINCETON				
Population 16 & older in labor force	48.3%	41.7%	42.9%	50.7%
Unemployment rate (Mercer County)	8.4%	5.1%	8.1%	9.2%
Mean travel time to work (minutes)	17.7	18.6	16.2	18.5
WEST VIRGINIA (STATEWIDE)				
Population 16 & older in labor force	54.3%	54.5%	53%	51.7%
Unemployment rate	8.4%	5.5%	8.6%	9.6%
Mean travel time to work (minutes)	26	26.2	21	19.7
USA (NATIONWIDE)				
% of population (16 & over) who worked during last year	64.4%	63.9%	65.9%	64.2%
Unemployment rate	9.6%	4%	5.6%	7.1%
Mean travel time to work	25.4	25.5		

(Data sources listed in Appendix C)

CHART 5: CHANGE IN PERCENTAGE OF POPULATION WORKING

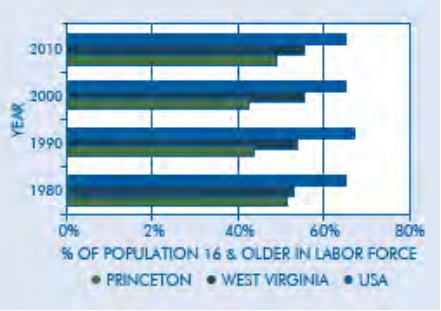


CHART 6: PERCENTAGE CHANGE IN UNEMPLOYMENT RATE

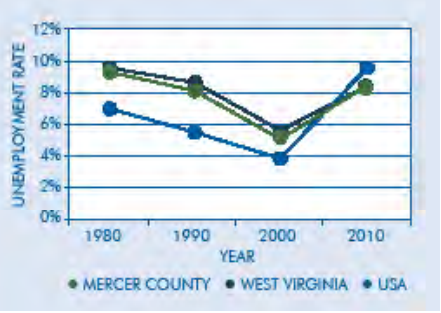


TABLE 13: MEAN TRAVEL TIME TO WORK (MINUTES)

	2010	2000	1990	1980
Princeton	17.7	18.6	16.2	18.5
West Virginia	26	26.2	21	19.7
USA	25.4	25.5		

HOUSING DATA & TRENDS

This section contains information on housing, including number of units, percentage vacant and owner-occupied, the median value of owner occupied units and the median year built.

- Tables 14 (below) and 16 (next page) show Princeton lost housing units from 1990-2000, but gained them back in the next decade, providing a small loss of 1% from 1990 to 2010. From 1990-2010, the state gained 13% and the nation experienced a 29% increase in housing units. Low numbers of housing units can indicate a lag in the number of new units constructed, but can also reflect the demolition of aging and unsafe homes.
- Charts 7 and 8 illustrate the percentage of vacant housing units, and the percentage of owner occupied homes in Princeton, the state and the nation. While all three experienced an upward trend in vacant housing from 2000-2010, Princeton's increase was dramatic, growing from 12 to 18%. This could be a reflection of population decreases in the preceding decades.
- In Chart 8, we see that in 2010 West Virginia was over eight percentage points above the national rate of owner occupancy. With a homeownership rate of 73.4%, WV was the highest of any state in the nation[60]. In 2000, Princeton's rate of owner occupied housing was 3% below the national percentage. It increased to 1.3% above the national percentage in 2010 but was 7% below the state's percentage.
- Chart 19 illustrates that in 2010 the median value of homes nationwide ($186,200) was 93% greater than West Virginia's ($96,500) and that West Virginia's median value is 22% higher than Princeton's ($79,000). Additionally the rate of growth in value is much greater nationally, while homes are adding value at a much more moderate pace in West Virginia and in Princeton.
- And finally, Table 15 shows that Princeton's homes are substantially older than the state (16 years) and the nation (19 years). Furthermore, Princeton's median home age increased by 7 years from 2000-2010, while the state and nation increased by 4 and 5 years respectively.

TABLE 14: % INCREASE IN HOUSING UNITS

	# UNITS 1990	# UNITS 2000	# UNITS 2010	% CHANGE 1990-2000	% CHANGE 2000-2010	% CHANGE 1990-2010
Princeton	3630	3371	3602	-7%	7%	-1%
West Virginia	781,295	844,623	881,917	8%	4%	13%
USA	102,263,051	115,904,641	132,312,404	13%	14%	29%

CHART 7: % OF VACANT HOUSING UNITS

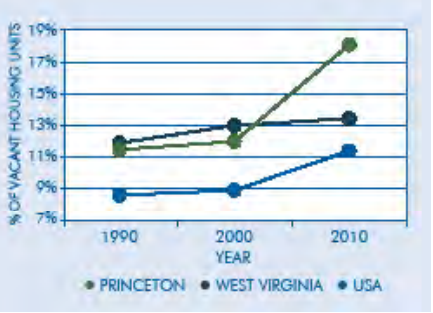


CHART 8: % OF OWNER OCCUPIED HOMES

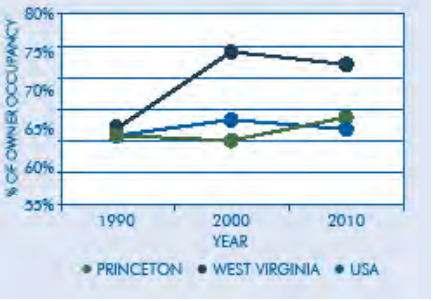


CHART 9: MEDIAN VALUE OF OWNER OCCUPIED HOMES

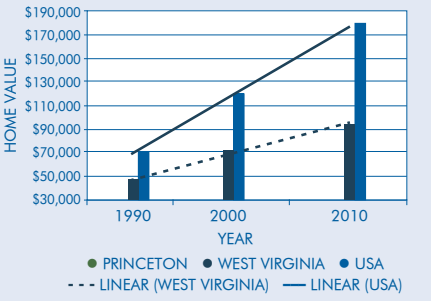


TABLE 15: MEDIAN AGE OF HOMES (YEAR BUILT)

	1990	2000	2010
Princeton	1950	1950	1957
West Virginia	1962	1969	1973
USA	1962	1971	1976

TABLE 16: HOUSING DATA FOR PRINCETON, WV AND USA				
INDICATOR	2010	2000	1990	1980
PRINCETON				
Total number of housing units	3602	3371	3630	
% of vacant housing units	18%	12.0%	11.5%	
% of homes owner occupied	66.4%	63.3%	64.2%	
Median value of owner occupied units	$79,000	$58,200	$43,000	
Median year built	1957	1950	1950	
WEST VIRGINIA (STATEWIDE)				
Total number of housing units	881,917	844,623	781,295	
% of vacant housing units	13.4%	12.8 %	11.9%	
% of homes owner occupied	73.4%	75.2 %	65.3%	
Median value of owner occupied units	$96,500	$72,800	$47,900	
Median year built	1973	1969	1962	
USA (NATIONWIDE)				
Total number of housing units	132,312,404	115,904,641	102,263,051	88,410,627
% of vacant housing units	11.4%	9%	8.7%	6.4 %
% of homes owner occupied	65.1%	66.2%	64.2 %	64.4%
Median value of owner occupied units	$186,200	$119,600	$72,400	$41,500
Median year built	1976	1971	1962	

(Data sources listed in Appendix C)

Appendix B – Prime Challenges

PRIME CHALLENGE – LACK OF ONGOING CIVIC ENGAGEMENT

TEAM MEMBER – Greg & or Lori

BROAD ASPIRATION – By 2016, the level of civic engagement will be increased as measured by Facebook likes increase, documented comments and conversations; website traffic reviews; focus groups and roundtable meetings. While these indicators will help us gauge interest in the Renaissance Projects, we'll also see citizens taking solid steps to get involved. For example, they will step forward to host events such as Princeton Pooch Party, rolling out an open-air market and organizing community celebrations. Our aspiration is to have at least 20 citizens implementing the programs have an average of 100 people participating in the events.

SMART GOALS	ACTIVITIES	RESPONSIBLE	DEADLINE	100-DAY WINS
CHALLENGE: OVERCOMING APATHY				
Over the next 2 years, citizens get involved in downtown reclamation and showcase their commitment and pride in Princeton's positive potential through public meetings, surveys, interviews, and focus groups. The comprehensive planning process will be included in these opportunities to share with and learn from the community.	Host a series of public meetings; once a month for 6 months and every other month after that with a minimum of 20 citizens in attendance at each. A year-long schedule of meetings is a necessity to keep PRP volunteers and citizens up to date.	Lori	Nov. 1, 2013 (schedule deadline)	Renaissance Rap on Aug. 1, Sep.19 Nov. 7 Business After Hours
	Host 12 block parties and other types of fun events downtown annually, with a minimum attendance 20 participants, during which the public has access to members of the team and a big suggestion box. At every event, there will be an opportunity for citizens to have their voices heard. A schedule of events will also help committee members and the community stay up to date with upcoming events.	Greg	Oct. 1, 2013 (schedule deadline)	Two movie nights Music night at theater on Aug. 24 Stages Night at the Lavon
	Conduct an annual focus group where citizens report increased ownership and awareness of PRP.	Steve	Sept. 1, 2013	Have survey created, ID focus group members
	Host regular conversations to get more input from the community and recruit new people to participate in and implement projects.	Elizabeth Hearn, Rachel Parsons		Discussions happen weekly
CHALLENGE: LACK OF OPPORTUNITIES FOR THE COMMUNITY TO LEARN & SHARE IDEAS				
Over the next two years our community will to share their ideas concerning PRP; through the downtown comprehensive planning process, civic engagement activities, …..	By August 2014, community meetings, surveys, and creative presentations, will inform the creation of a comprehensive downtown plan.	John	Aug. 15, 2014	Prepare first draft of property available
	We will continue to administer at least 12 surveys at various stage of development. These will run online, through social media and our website, in the newspaper and in person.	Lori, Elizabeth, Tammie, Ginger	In place, ongoing	200 surveys completed by mid-August 2013
CHALLENGE: LOUD NEGATIVE VOICES				
By mid-2014, we will pitch (or produce) at least 24 news stories where community members are featured, giving a chance for others to shine and grow as leaders.	Identify key PRP contributors to serve as prominent sources for feature news stories on TV, in the newspaper and online	Tammie and Lori	Ongoing	Pooch Party planners featured
	Promote initiatives through Bluefield Daily and Princeton Times, aiming for at least two stories each month	Tammie and Lori	Ongoing	
	Arrange interviews on Radio Active, Little Buddy Radio and other local radio talk programs, shooting for at least six updates annually	Tammie, Lori, Cindy	Ongoing	Elke interviews on Little Buddy, Radio Active

PRIME CHALLENGE – NEGATIVE PUBLIC PERCEPTION OF DOWNTOWN AREA

TEAM MEMBER – Tammie

BROAD ASPIRATION – By 2016, positive perception of downtown will be improved, as evidenced in bi-annual surveys designed to scope the public perception of Mercer Street.

SMART GOALS	ACTIVITIES	RESPONSIBLE	DEADLINE	100-DAY WINS
CHALLENGE: FEELINGS OF UN-SAFETY				
By 2014, police reports for Mercer street have decreased by 50%. Reduction in downtown crime rate	Enhanced police patrol by summer 2013	Elke/CIC	May 2013	Foot patrols began in spring
	Enhanced lighting of stores, streets by early 2015	Elke/CIC	Feb. 2015	
By Fall 2014, focus groups and surveys report that a majority of respondents perceive downtown as a safe place to visit.	Add items to improve pedestrian scale and increase foot traffic: i.e., sidewalks, benches, more cross walks, planters	Elke/CIC	2016	4 new trashcans in place now Mercer/Center Fountain flowing
	By 2016, public restrooms will be installed	Elke/CIC	2016	
CHALLENGE: MEDIA REPORTS THE NEGATIVE				
Over the next two years, positive news and newspaper stories outnumber bad downtown publicity by 100%."	12 Talks show tour through all local radio/TV programs.	Cindy/Tammie	Start June 2013	Radio interviews underway
	Monthly editorials in media and online	Cindy/Tammie	Ongoing	
CHALLENGE: LACK OF AWARENESS OF EXISTING PROGRAMS AND ACTIVITY				
By mid 2014, focus groups and surveys report a 50 percent increase in community awareness of programs and activities.	Mercer Street Businesses and organizations marketing Campaign implemented by 2014	Rachel, Cindy, Sam Franz, Travis Helmondollar	July 2014	Marketing plan available Nov. 7
	Peer-to-peer networking through individual invitations increases awareness.	Robert, Marie	Ongoing daily	
	Quarterly presentations to Rotary and at least three other civic organizations.	Greg, Tammie	Aug. 2013	Rotary program summer 2013
	At least two posts per week & maintenance of social media	Greg, Lori	Ongoing	Multiple posts, increase in fans/ followers
CHALLENGE: LACK OF PRIDE IN DOWNTOWN				
By 2015 we will have reduced the amount of derelict store fronts by 75 percent.	Community plan recognizes buildings for demo	John	June 2014	Baseline report to ID available buildings in first stages
	City develops plan and timeline	Elke	June 2014	
By 2016, 4 beautification projects will have been competed.	Complete the multi-wall mural project including 8 large walls plus artists' alley.	Lori, Greg	Nov. 2014	Artists' Alley underway. 4 murals slated for completion by Nov. 2013.
	By fall 2014, Mercer Streetscape will include benches, trashcans, trees, plantings and more.	Elke	Sept. 2014	
	By 2016, all vacant store fronts will include artscapes and public service messages about PRP.	Greg, Tammie	Jan. 2016	
	Have at least six additional ghost murals completed	Greg, Elke	Aug. 2014	Lynch's mural, Coke mural, Spangler building

PRIME CHALLENGE – AN ECONOMICALLY VIBRANT DOWNTOWN

TEAM MEMBER – Sherry & or Elke

BROAD ASPIRATION – By 2016, we will increase foot traffic and sales by 500 percent for existing businesses and realize the development of 5 new, diverse, sustainable businesses.

SMART GOALS	ACTIVITIES		DEADLINE	100-DAY WINS
CHALLENGE: NOT ENOUGH FOOT TRAFFIC TO SUPPORT EXISTING BUSINESSES.				
To increase sidewalk traffic by 50 people a day by 2015.	Measure current foot traffic, based upon interviews with existing merchants downtown	Tammie	Fall/winter 2013	
	Develop a downtown merchants association with 90 percent of merchants downtown involved	Robert	2014	
	By 2014 an annual marketing campaign promotes downtown businesses, organizations, events, & activities.	Cindy, Sam, Rachel	July 2014	
	Each season, hold at least one different event as a way to showcase existing businesses.	Randolph	Jan. 2014	
By 2016 applications to the city beautification grant	Promote the grant program through media and peer conversations	Elke/CIC	2016	
CHALLENGE: LACK OF NEW DEVELOPMENT IN THE DOWNTOWN AREA.				
To realize private development in the downtown by 5 new businesses in the next two years that are started and remain in business.	Inventory of what is currently available	Greg, Adam S.	June 2014	
	Plan and implement a business recruitment strategy, answering why a business would want to locate downtown	Greg, Adam		
	Establish attractive incentives & support			
	Promote to Princeton's influential families and investors			
	Support for entrepreneur s and start-ups			
	Current Traffic count			
CHALLENGE: OPPORTUNITY TO REDEVELOP THE THEATRE				
By 2016, the theatre is a cornerstone for development and a highly valued and utilized venue in the community as measured attendance at events and the development that occurs around the theater.	Detailed Business plan including organizational structure	Greg	Feb. 2014	
	Funding for development of fundraising plan	Greg	Feb. 2014	First draft of fundraising plan in place Sept. 2013
	Fundraising for purchase and renovations	Steve, Greg	Nov. 2013	Theater purchased Aug. 20, 2013
CHALLENGE: NEED FOR A SUCCESSFUL RESTAURANT NEAR THE THEATRE				
By mid-2014, a new or existing restaurant will be located within one block of the theatre supporting destination visitation.	Identify an emerging or existing restaurateur	Greg/Robert	July 2014	
	Confirm availability of suitable building	Greg	Early 2014	
	Secure investor to rehabilitate/renovate building	Greg	July 2014	
	Build a group of volunteers to problem-solve development challenges. (Consult with McBee's founder for advice)	Greg	Ongoing	

SMART GOALS	ACTIVITIES		DEADLINE	100-DAY WINS
CHALLENGE: LACK OF A SHOPPING ATTRACTION TO DRAW PEOPLE DOWNTOWN				
By 2016, an open-air market will be located downtown on Saturdays.	Support and foster current open-air market effort	Lori	Aug. 2013	Market is operating weekly, weather permitting.
	Locate space for the market	Greg	Early 2014	
	Pair investor with market representative	Greg	Summer 2014	
	Work with existing Farmer's Tailgate market to make a move downtown.	Tammie/Robert	Summer 2015	
CHALLENGE: LACK OF DOWNTOWN ENTERTAINMENT OPTIONS				
By 2016, there will be at least one family entertainment business (like putt-putt, laser tag, an arcade, etc.) downtown.	Identify ideal space for such a business	Lori	Jan. 2016	
	Use media to get word out that we are seeking a particular kind of business	Lori	Jan. 2016	
	Recruit business owner for entertainment venue	Lori	Jan. 2016	

PRIME CHALLENGE – INTEGRATION OF DOWNTOWN WITH NEW RIVER CTC

TEAM MEMBER – Steve & Robert

BROAD ASPIRATION – By 2016, New River CTC students will frequent downtown businesses as measured merchant reports and the number of redeemed student discounts, and the college will host 10 school events/functions downtown.

SMART GOALS	ACTIVITIES		DEADLINE	100-DAY WINS
CHALLENGE: STUDENT PARTICIPATION IN THE DOWNTOWN AREA.				
By 2014, New River Community and Technical College students will be frequent customers of downtown businesses, measured by the number of student discounts cashed in at downtown merchants' businesses.	Student participation in PRP to understand needs and explore possibilities. PRP will host regular Rap Sessions, with a goal of at least 15 students at each session.	Steve	August 2014	
	Encourage local business to give a slight student discount. Info from this will be used to determine the amount of students in the downtown.	Steve	August 2014	
	College and businesses collaborate for promotion of services to students	Steve	August 2014	
	New River Community and Technical College will annually host 10 college/community events downtown.	Steve	August 2014	
By 2015, 100% of vocational training classes are utilizing building revitalization and beautification projects for real world training.	Coordinate training programs with downtown renovation projects using the projects as opportunities for hands-on work experience.	Steve	August 2014	
CHALLENGE: STUDENT CONTRIBUTION TO THE COMMUNITY				
By 2015, NRCTC will sponsor after-school and Saturday programs for elementary, middle school students utilized by a minimum of 25 students attending each session.	Establish routine age appropriate programs for elementary and middle school students in visual arts, music, theater during after school hours and on Saturdays. Initially one per week during the week and two per month on Saturdays	Steve	August 2014	
CHALLENGE: OPTIONS FOR STUDENT AND SINGLE PROFESSIONAL HOUSING				
By 2016, housing stock for students and single professionals will be increased by 50 percent.	Inventory of currently available space (total space that is ready for occupancy), un-used residential space (that requires renovation before it could be occupied), and number of units currently occupied.	Steve/Elke	Summer 2014	

Appendix C - Data Sources

PRINCETON (SOURCES OF DATA)

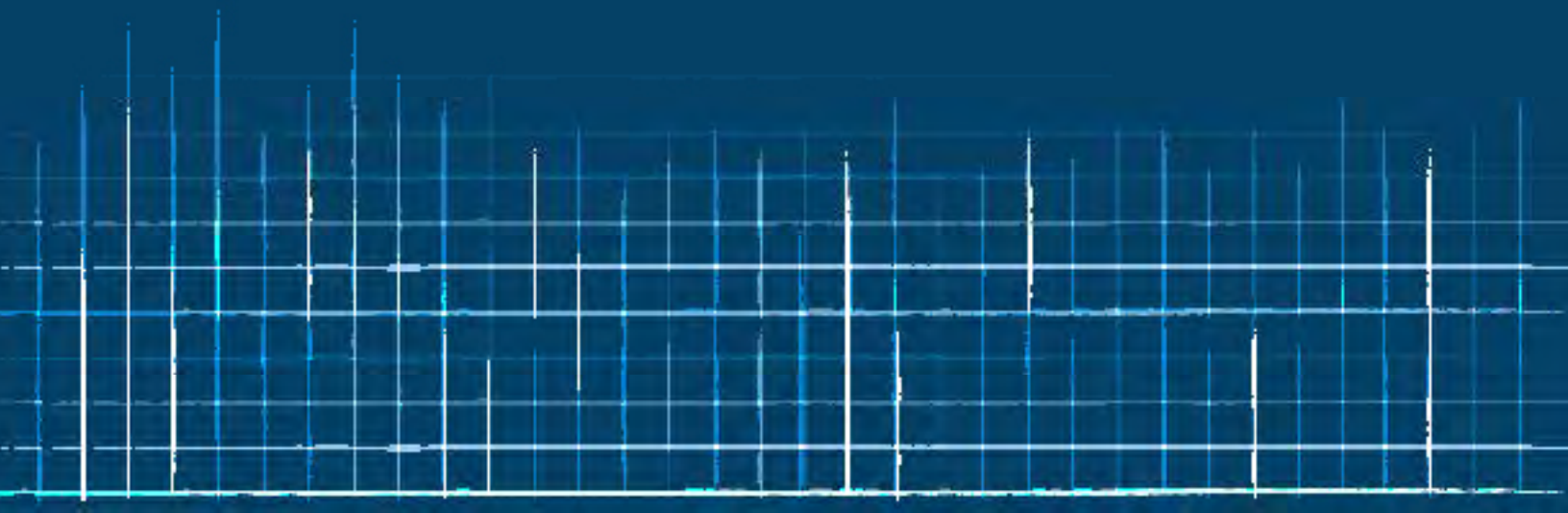
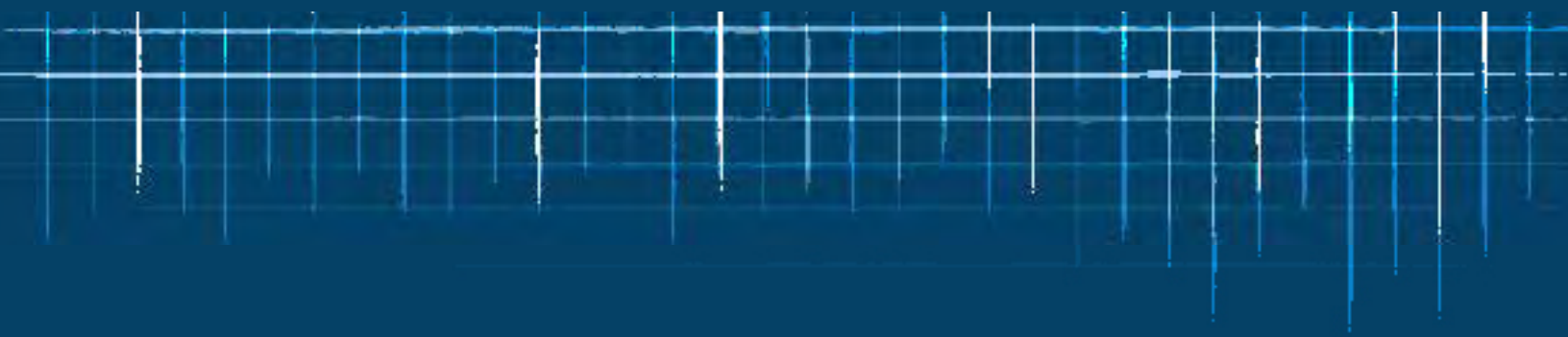
INDICATOR	2010	2000	1990	1980
GENERAL POPULATION				
Total Population size	(32)	(8)	(12)	(36)
Median age	(35)	(8)	(12)	(36)
% under 18 years	(32)	(31)	(12)	(36)
% 65 and older	(35)	(8)	(12)	(36)
Bach degree or higher	(17)	(6)	(14)	
High school grad or higher	(17)	(6)	(14)	
Household size	(17)	(8)	(11)	(36)
Median Household Income	(18)	(3)	(14)	
% of families living in poverty	(18)	(3)	(14)	
EMPLOYMENT & ECONOMIC				
% in labor force (16 & up)	(18)	(3)	(14)	
Unemployment rate	(39)	(39)	(39)	(39)
Mean travel time to work	(18)	(3)		
% EMPLOYMENT BY INDUSTRY SECTOR				
Agriculture, forestry, fishing hunting & mining	(18)	(3)		
Construction	(18)	(3)		
Manufacturing	(18)	(3)		
Transportation, communications & public utilities	(18)	(3)		
Wholesale trade	(18)	(3)		
Retail trade	(18)	(3)		
Information	(18)	(3)		
Finance, insurance & real estate	(18)	(3)		
Professional, scientific, management, administrative, waste management services	(18)	(3)		
Educational, health care and social assistance	(18)	(3)		
Arts, entertainment, recreation, accommodation & food services	(18)	(3)		
Other services (except Public Administration)	(18)	(3)		
Public Administration	(18)	(3)		
HOUSING				
Total number of housing units	(34)	(8)	(38)	
% of vacant housing units	(34)	(8)	(38)	
% of homes owner occupied	(34)	(8)	(12)	
Median Value of owner occupied housing	(19)	(2)	(38)	
Median year built	(20)	(21)	(40)	

WEST VIRGINIA (SOURCES OF DATA)

INDICATOR	2010	2000	1990	1980
GENERAL POPULATION				
Total Population size	(32)	(31)	(12)	(5)
Median age	(32)	(31)	(12)	(16, table 19)
% under 18	(32)	(31)	(11)	(16, table 21)
% 65 and older	(32)	(31)	(12)	(16, table 19)
High School Graduate or higher	(1)	(2)	(13)	(15)
Bachelor's degree or higher	(1)	(2)	(13)	(15)
Average Household size	(4)	(31)	(12)	(15, table 62)
Median Household Income	(1)	(3)	(13)	(15, table 71)
% of families living below poverty level	(33)	(3)	(13)	(15)
EMPLOYMENT & ECONOMIC				
% Population 16 & older in labor force	(23)	(3)	(13)	(15, table 67)
Unemployment rate	(10)	(10)	(10)	(10)
Mean travel time to work (minutes)	(1)	(3)	(13)	(15 table 75)
% EMPLOYMENT BY INDUSTRY SECTOR				
Agriculture, forestry, fishing hunting & mining	(23)	(3)		
Construction	(23)	(3)		
Manufacturing	(23)	(3)		
Transportation, communications & public utilities	(23)	(3)		
Wholesale trade	(23)	(3)		
Retail trade	(23)	(3)		
Finance, insurance & real estate	(23)	(3)		
Professional, scientific, management, administrative, waste management services	(23)	(3)		
Educational, health care and social assistance	(23)	(3)		
Arts, entertainment, recreation, accommodation & food services	(23)	(3)		
Other services (except Public Administration)	(23)	(3)		
Public Administration	(23)	(3)		
HOUSING				
Total number of housing units	(1) 2011	(31)	(13)	
% of vacant housing units	(32)	(31)	(13)	
% of homes owner occupied	(32)	(31)	(13)	
Median value of owner occupied units	(1)	(2)	(13)	
Median year built	(28)	(29)	(13)	

USA (SOUCES OF DATA)

INDICATOR	2010	2000	1990	1980
GENERAL POPULATION				
Total Population size	(1)	(8)	(5)	(5)
Median age	(4)	(8)	(25)	(26)
% below 18	(1)	(9)	(27) 1988	(26)
% 65 & older	(1)	(8)	(25)	(26)
High School Graduate or higher	(1)	(6)	(27) 1988	(26)
Bachelor's degree or higher	(1)	(6)	(27) 1988	(26)
Average Household size	(19)	(7)	(27)	(26)
Median Household Income	(1)	(3)	(27) 1987	(26) 1978
% of families living below poverty level	(33)	(3)	(27) 1988	(26) 1979
EMPLOYMENT & ECONOMIC				
% of population (16 & over) who worked during last year	(33)	(3)	(27) 1988	(26)
Unemployment rate	(10)	(10)	(10)	(10)
Mean travel time to work	(1)	(3)		
HOUSING				
Total number of housing units	(1) 2011	(8)	(24)	(24)
% of vacant housing units	(4)	(8)	(27) 1987	(26)
% of homes owner occupied	(30)	(30)	(30)	(30)
Median value of owner occupied units	(1)	(2)	(27) 1987	(26) 1978
Median year built	(28)	(21)	(27) 1987	

NUMBER	DATA SOURCE
1	US Census http://quickfacts.census.gov/qfd/states/54000.html
2	US Census 2000 DP-4 Profile of selected Housing Characteristics 2000 Summary File 3 (SF 3)-Sample Data
3	US Census 2000 DP-3 Profile of Selected Economic Characteristics Summary File 3 (SF 3) Sample Data
4	US Census Profile of General Population and Housing Characteristics 2010: 2010 Demographic Profile Data
5	US Census WV Population of Counties by Decennial Census: 1900-1990
6	US Census 2000 DP-2 Profile of selected social characteristics: 2000 Summary File 3 (SF-3) - Sample Data
7	US Census Households and Families: 2010; 2010 Census Briefs Issued April 2012; C2010BR-14
8	US Census 2000 DP-1 Profile of General Demographic Characteristics: 2000 Summary File 1 (SF1) 100% data. Geographic area: United States
9	US Census 2000 QT-PI Age Groups and Sex: 2000 Summary File 1 (SF 1) 100 percent data
10	Bureau of Labor Statistics, Local Area Unemployment Statistics West Virginia LASST54000003, LAUST54000003, LNU04000000 http://www.bls.gov/data/

NUMBER	DATA SOURCE
11	US Census 1990 CP-1-50 1990 Census of Population, General Population Characteristics West Virginia www.census.gov/prod/cen1990/cp1/cp-1-50.pdf
12	US Census 1990 CPH-1-50 1990 Census of Population & Housing Summary Population & Housing characteristics West Virginia
13	US Census 1990 CPH-4-50 1990 Census of Population and Housing Population & Housing Characteristics for Congressional Districts of the 103rd Congress WV
14	US Census 1990 CPH-5-50 Census of Population & Housing, Social Economic & Housing Characteristics
15	US Census 1980 Census of Population, Volume 1 Characteristics of the Population Chapter C General Social and Economic Characteristics West Virginia West Virginia, PC80-1-C50, Issued August 1983.
16	US Census 1980 General population Characteristics West Virginia
17	US Census DP02 Selected Social Characteristics in the US 2007-2011 ACS 5-Year Estimates
18	US Census DP03 Selected Economic Characteristics 2007-2011 American Community Survey 5-year estimates
19	US Census DP04 Selected Housing Characteristics 2006-2010 ACS 5 year estimates
20	US Census B25035 Median Year Structure built Universe: Housing Units 2006-2010 or 2007-2011 ACS 5-year estimates
21	US Census 2000 QT-H4 Physical Housing Characteristics-All housing units: 2000 Summary File 3 (SF3) Sample Data
22	US Census DP03 Selected Economic Characteristics 2006-2010 ACS Selected Population Tables
23	US Census DP03 Selected Economic Characteristics 2011 ACS 1 year estimates
24	US Census Table 2. Population, Housing Units, Area Measurements, and Density: 1790-1990
25	US Census Chapter 2 All Across the USA Population Distribution and Composition, 2000 www.census.gov/population/pop-profile/2000/chap02.pdf
26	US Dept. of Commerce, Bureau of the Census Statistical Abstract of the United States 1980 101st Edition, http://www2.census.gov/prod2/statcomp/documents/1980-01.pdf
27	US Dept. of Commerce, Bureau of the Census Statistical Abstract of the United States 1990 110th Edition, http://www2.census.gov/prod2/statcomp/documents/1990-01.pdf
28	US Census B25035 Median Year Structure built Universe: Housing Units 2011 ACS 1-Year Estimates
29	US Census QT-H4 Physical Housing Characteristics-All housing Units: 110th Congressional District Summary File (Sample)
30	US Census Housing Characteristics: 2010 2010 Census Briefs, Issued Oct 2011, C2010BR-07 www.census.gov/prod/cen2010/doc/sf1.pdf)
31	US Census West Virginia 2000, Summary Population & Housing Characteristics, Issued Oct. 2020, PHC 1-50 www.census.gov/prod/cen2000/phc-1-50.pdf
32	US Census West Virginia: 2010 Population & Housing Characteristics, 2010 Census of Population & Housing Issued Oct 2012 CPH-1-50 www.census.gov/prod/cen2010/cph-1-50.pdf
33	US Census DP03-Selected Economic Characteristics. 2009-2011 ACS 3-Yr estimate
34	US Census DP04 Selected Housing Characteristics 2007-2011 ACS 5-Year estimates
35	US Census DP05 Demographic and Housing Estimates, 2007-2011 ACS 5-Year estimates
36	1980 Census of Population, Vol. 1 Characteristics of the Population, Part 50, West Virginia PC80-1-B50, Issued Aug 1982
37	1980 Census of Population, Vol. 1, General Social & Economic Characteristics of the Population, Chapter C, Part 50, WV, PC80-1-C50, Issued 1983
38	1990 Census of Housing; General Housing Characteristics, WV, 1990 CH-1-50; www.census.gov/prod/cen1990/ch1/ch-1-50.pdf
39	Unemployment rate data provided by Workforce West Virginia
40	1990 Census of Housing, Detailed Housing Characteristics, WV 1990 CH-2-50 http://www.census.gov/prod/cen1990/ch2/ch-2-50.pdf