

# **Kings Mountain Forward: Strategic Initiatives and Progress**

**Q1 2025**

# Agenda for Today's Presentation

1. Kings Mountain Forward Mission & Vision
2. Strategic Plan
3. Transformation Strategies
4. Community Engagement
5. First Quarter Achievements and Milestones

# **Kings Mountain Forward's Initiative**



# Mission and Vision Statement

**Mission: Our purpose as an organization**

**Build a community of citizens and business leaders to advocate for Kings Mountain as a place to live, work, play, shop, explore, and invest. Promoting the economic, social, and cultural environment throughout the city.**

**Vision: Aspirations for the future**

**Honor our small-town roots, live in the present while embracing our future as a growing crossroads of economic development, public and cultural arts, community growth, recreation, and creative entrepreneurship.**

**Through private development, public investment, community engagement and a focus on revitalization we will create community cohesion with a local sense of belonging, we will expand our downtown and major corridors to become the destination for local flavor and flair in Kings Mountain.**

# THE WHY?



**Kings Mountain in the  
1940s to 1960s**



# Kings Mountain in May 2025



# Core Strategies

# Core Strategies

## **Build a Strong Organizational Foundation**

Engage our community through volunteerism, partnering with local community organizations, and maintain a diverse advisory board to guide the work forward.

## **Business Community Engagement**

Outreach to businesses in Kings Mountain to support success through education, networking, promotion, awareness, and volunteerism.

## **Promotion**

Build an integrated promotion plan focused on “Discover Kings Mountain,” developing a content-led media approach, including blogs, tours, videos, emails, and social media posts.



# **THE HOW TRANSFORMATION STRATEGIES**



## Transformation Strategies

**Beautification Initiatives and Design** – Improving the visual appeal of our downtown and corridors.

**Business Activation and Development** – Engaging our existing business community, activating our vacant assets and supporting the growth and development of already established businesses.

**Downtown Living** – Developing a downtown environment conducive to residential living while also encouraging residential growth along corridors.

**Placemaking** – Developing an inclusive environment that in return brings people together.

**Storytelling** – Refining the Discover Kings Mountain brand and identity of the local business community.

**Tourism** – Promoting our downtown as a regional and statewide tourist destination.



## **Beautification Initiatives and Design**

Partner with Garden/Woman's Club and two local businesses on a yard of the month program to include Residential and Business..

Partner with the city and SASI on beautification, public art and seasonal decoration program in the downtown for spring, summer and fall.

Keep Kings Mountain Clean Program: Phase 1 - Business engagement to keep their store fronts and properties clean. (3 to 5-year program)



## **Business Activation and Development**

Develop Quarterly and Annual business survey.

Establish a business retention program (mentorship, promotion, education).

Recruit new businesses to Kings Mountain using our retail and hospitality sector analysis.

Promote Façade Grants to businesses in Q2.



## **Downtown Living**

Consult and help with plans under development get started and completed.

Assist with process required to for completion.

Market available downtown vacancies.



## Placemaking

Establish placemaking plan with downtown social/community activities.....park, corn hole tournament, etc.

Work with the city to establish a social district for downtown.

Work on establishing an alleyway revitalization plan.



## Storytelling

Start the process to recertify as a Main Street Community.

Continue to build and enhance a rolling 12-month promotion plan.

Develop Discover Kings Mountain pitch deck.



## Tourism

Connect promotional activities across the Tourism Development Authority, City of Kings Mountain, and Kings Mountain Forward.

Establish a plan to engage with other local/regional tourist attractions and attract visitors from other local tourist locations.

Establish a plan to support tourism across downtown and the corridors.

# **Community Engagement**

# Public Engagement

## Local Non-Profits

This initiative emphasizes the importance of collaborating with community non-profits and strengthening all areas of the community.

## Workbench Sessions

This initiative includes learning sessions addressing topics of interest to businesses. Topics in the first quarter was on led by Liz Philger regarding HR best practices.

## Connecting After Hours Networking

This initiative emphasizes the importance of community in for small businesses. After hours are a wonderful way for businesspeople to network, stay informed, support one another, and strengthen the community.

## Young Professional's Group

This initiative encourages and supports young professionals from the Kings Mountain area, providing opportunities for learning, fellowship, and a social network encouraging them to stay in Kings Mountain and build their careers.



# **First Quarter Achievements and Milestones**



# FIRST FRIDAY FUN

SUPPORTING LOCAL BUSINESS

Unique Menus, Retail Specials, Activities, and More!

## 2025

April 4

May 2

June 6

July 4

August 1

September 5

October 3

November 7

December 5

Look for this flyer at participating merchants

# Key Accomplishments

## Key Accomplishments in Q1:

Reviewed and approved revisions of the downtown **Central Business District Standards UDO** and communicated that to the City of KM Planning and Zoning.

Attended the **NC Main Street Conference** in Mooresville, building our network with other communities across the area and state.

Kicked-off the **First Friday FUN** Campaign to encourage businesses to offer specials, activities, etc., drawing people downtown the first Friday of each month.

Held two **Connecting After-Hours** (Southern Artisan Spirits and SASi), and a **Workbench** session on HR Best Practices.

Conducted a board **Strategic Planning Session** to select projects for 2025.

Finalizing the **KM Forward Façade Grant** to roll out to our downtown businesses in Q2.

Update and promote local businesses and events on **Discover KingsMountain.com**.

Purchased **Maestro Community Manager** to better manage KM Forward's program of work. The program provides a centralized online system available to all board members and volunteers, and allowing us to track volunteer hours, budgets, databases, and workflow.

Joined **Cleveland County Chamber of Commerce**.

# Conclusion

## **Significant Strides**

The Kings Mountain Forward initiative has made significant progress toward achieving its goals and objectives.

## **Collaboration Importance**

Continued collaboration among community members and stakeholders is crucial for the initiative's success.

## **Sustainable Future**

The goal is to foster a thriving, sustainable future for Kings Mountain that benefits everyone.