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## Key Opportunities Identified in the Master Plan for Tourism and Recreation

### Multi Use Center/Sports Center-Complex

Explore feasibility of a multiple sport complex and/or multi use arena

- could also include the fairgrounds
- could host local events such as high school graduations
- would be a major attractor
- would pay it's own way
- could be located at East Optimist Park

### Development of Recreational Trails, Blueways, and Thematic Trails

- Explore feasibility study for greenways and blueways
- Explore development of River Walk Park/Greenway
- Partner with Rowan County to preserve the Wil-Cox Bridge for greenway link
- Develop recreational trails at the county landfill
- Develop Heritage Trails (Daniel Boone/Yadkin Valley Back Country, NASCAR, southern cuisine, Yadkin Valley Wine, Historic churches and cemeteries)

### Develop New Park, Recreation & Tourism Assets, Maintain & Expand Existing Park & Tourism Destinations

- Expand and improve Boone's Cave Park to include camping & trails
- Expand Lake Thom-A-Lex
- Improve existing park facilities
- Explore ALCOA/Tuckertown Park
- Develop barbecue heritage attraction
- Establish textile manufacturing museum
- Partner with Wachovia Historical Society to develop Adam Spach property
- Develop NC Music Hall of Fame

### Develop a Positive Visitor Experience

- Develop high quality visitor services
- Partner with DCCC and Extension Service to provide hospitality training
- Explore shuttle bus service between attractions and at special events
- Provide creative interactive website that is cutting edge and continually updated
- Support visitor center on I-85
- Provide technical assistance to businesses including grant writing and information about tax incentives
- Explore county wide alcohol sales
- Capitalize on NC's attraction for relocation
- Partner with surrounding counties
- Foster partnerships within the county
- Conduct marketing study and campaign
- Develop positive overall story and image
- Build a positive image
- Pursue aggressive PR campaign to change public image of county
- Promote attractions and assets
- Expand BBQ Festival and other events to multiple day events
- Extend BBQ's identity to year round

### Continued Development of Downtown/Uptown areas

- Promote downtown revitalization
- Promote shopping districts
- Develop Lexington Depot area
- Support passenger rail and Lexington Home Brand project in Lexington
- Define similar projects in Thomasville and Denton