

PUBLIC *Survey* RESULTS

Sparta, North Carolina

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note: responses have not been edited for grammar/spelling errors to maintain their integrity.

7. If you could describe your current perspective of Sparta as a community in ONE word, how would you describe it?

- Crossroads.
- Evolving
- Helpful
- Welcoming
- Family
- Family
- Peace
- eclectic
- Beautiful
- Closeness
- Sleepy
- Close-knit
- Needing
- Slow
- Judgemental
- Neighborly
- Mixed
- Loving
- Divided
- Welcoming
- Calm
- Growing
- Fun
- Good
- Bland
- Growing
- Friendly but lacks vibrant business and retail
- Crowded
- Smalltown
- Friendly
- Growing
- Lacking
- Dead
- Divided
- Gem.
- Simple
- Disable
- Hopeful

- Close minded
- Transforming
- Peaceful
- Progressive
- Changing
- Antique
- Dying
- Teamwork
- Neighborly
- Beautiful
- Friendly
- simple
- Peaceful
- Improving
- Closeknit
- Awesome
- Welcoming
- Bottomley's
- Rural
- Cozy
- provincial
- Sweet
- Unwelcoming
- Simple
- Hometown
- Wayward
- Welcome
- tight
- Home
- Quaint
- Home
- Opportunity
- Morphing
- ALIVE
- Heaven. (Really)
- Friendly
- friendly
- Growing
- Lacking
- Friendly

- disjointed
- Connected
- Segmented
- Giving
- Clannish
- Striving
- Town
- Low income
- Friendly
- Quaint
- Home
- Peaceful

2. If you could describe your long-term vision (25 years from now) for Sparta in ONE word, how would you describe it?

- Thriving.
- Thriving
- Inclusive
- Positive
- Thriving
- Stagnant
- Togetherness
- hopeful
- Beautiful
- Progressive
- Revitalized
- Unchanged
- Inspired
- Nonjudgmental
- Thriving
- Unsure
- Busy
- Thriving
- Prosperous
- Bigger
- I hope for Sparta to be able to attract tourists tour downtown much like West Jefferson.
- Best
- Better
- Destination
- overgrown

- Vibrant foundation
- The Chamber seems to want it to be a playground for tourists
- Thriving
- Growing
- Better
- Improvement
- Dead
- Forgotten
- Thriving.
- Nostalgia
- Unselfish
- Hopeful
- Diverse
- Thriving
- Vibrant
- Main Street full
- Traditional
- Thriving
- Dead
- Continuity
- Evolving
- Growing
- More artsy
- simple
- Peaceful
- Enclave
- Vibrant
- Hopefully we can keep liberals from infesting this area with their cancel culture, constant drama, and condescending behavior
- Beautiful
- Non-commercial
- Activities
- Growing
- enlightened
- Growth
- Inclusiveness
- Laid back
- Hometown
- Focused
- Updated

- inclusive
- Growth
- Vibrant
- Sustainability
- Retirement
- Diversity
- Destination
- The_same!
- Thriving
- growing
- home
- Vibrant
- Empowered
- vibrant
- Inclusive
- Cohesive
- Destination
- Thriving
- Thriving
- Remains low key, as is, quiet, off the beaten track, home.
- Thriving
- Progressive
- Prosperous
- Growth
- Busier

3. Describe Sparta's most unique assets

- Natural beauty; rural. Friendly people. Health environment; four seasons. Outdoors activities abound.
- Our small town vibe and our people
- Gorgeous scenery, Christmas trees, warm community
- People, shops, restaurants, New River, housing, population size
- Beautiful landscape, people, friendly, young entrepreneurs
- In the mountains
- The people and it's history.
- it's people - artisans
- Clean air, quiet, the wonderful people that live here.
- Serenity, peaceful, closeness, friendly
- Small town charm
- Isolation
- Location

- Environmental beauty
- Small town feel but still has arts, culture, good food and music
- Nature
- Locally owned business
- Beautiful scenery, great climate, fiber optic, access to larger cities, New River, music. Parkway, low crime
- Views, Parkway, New River
- Community
- Proximity to the BRP, Grayson Highlands, VA Creeper Trail, West Jefferson. Great Downtown area. Red Dog Bistro, Muddy Creek and other great restaurants.
- Small town, friendly
- People
- Proximity to BRP
- locals
- Friendly people
- Natural beauty
- People
- The mountains, music, art
- Rural atmosphere with no heavy traffic
- Maybe the new river? Otherwise it's a piece of work.
- High school football
- The Dr Grabow Pipe Factory
- The Blue Ridge Parkway
- Small mtn community with tons of spirit and talent. The city draws the wisdom from the folks in the county.
- Laid back pace of life
- Fairground
- The people. The landscape.
- Mountain environment
- Grounded in history, determined to survive
- The people and feel of stepping back to a simpler time
- People who live here
- The older folks
- Natural beauty
- Unskilled cheap migrant labor.
- The people
- Non-commercialized business, the beautiful landscape
- Beauty, Caring people, Lots of room to grow economically
- Better dining, fun music
- oldtimers
- Breathtaking beauty, unspoiled, resilient and hardworking people, small town America

- Ability to overcome adversity
- No traffic, great music, friendly people, blue ridge parkway, views , open land
- Beautiful scenery and lack of problems big cities have like riots and gang violence
- Small town with a lot to offer
- It's truly beautiful country. I don't know of any place with more natural beauty. That's being displaced by significant deforestation and chemicals and tidy rows in acres and acres of commercial agriculture.
- Nature's beauty
- Beautiful Landscape ; outdoor fun ; Locally owned shops/restaurants ;
- manageable
- The downtown, mountains and rivers
- It's locations and the beautiful blue ridge mountains — and the parkway
- Locals
- Small Town feel. Friendly people
- New River, Blue Ridge Parkway, thousands of acres of protected games lands and conservation easements that need to be opened to the public for recreation and enjoyment, Bullhead State Natural Area (owned by Stone Mountain State Park) that needs to be opened and trails built for recreation and economic development.
- Scenic beauty, home town feel, arts, music
- the scenic beauty
- Small businesses & its people & location
- People
- Location
- Recreation opportunity
- Peaceful and safe
- Potential
- Bluegrass music and the blue ridge parkway
- The local people
- Natural beauty, friendliness, small town charm
- There is such a vibrant arts community that could put Sparta on the map if the resistance to progress can be set aside and the town allowed to grow in presence in the NW NC area. To do that, there needs to be a way for visitors to be able to do more than "pass-through". We need "heads in beds" so revenue stays in Sparta. Small B&B's are nice but we need a place for more than 5-6 couples at a time.
- Arts, agriculture, high-speed infrastructure, community, delicious food!
- There is a bucolic quality to the county but I think people find a attractive.
- local people and artists , Alleghany co has many points of interest
- BRP, farms, community, festivals, and people striving to make Sparta
- Small town atmosphere. Friendly people
- Size,location,Future opportunities
- outdoor amenities
- Large proportion of Independently owned businesses—restaurants, shops, music halls, breweries, etc.

- That almost everything is locally owned. The restaurants are of the community and serve us. The businesses here are independent and can determine their own best model.
- New River, Blueridge Parkway, artists, Christmas trees, Pumpkins
- View
- It's beauty, the parkway, our rivers, our new Main Street, our unique businesses, our Christmas trees, tranquil surroundings
- Low key, quiet, off the beaten track
- New river
- Small town charm
- Local restaurants
- Room to grow, healthcare, schools, fiber/broadband, mountains and views, near Parkway,
- Caring people

4. If you could bring any cultural amenities/activities to Sparta, what would they be?

- The "Music on Main" events are very popular. I hope it can return with success.
- Vegetarian restaurant, glassblowing, music venue
- Hispanic and Indigenous peoples samples of culture. And way more inclusivity of LTBTQ community.
- No answer
- More music
- Education
- Outdoor movies
- concert venue/community center with space for children's activities
- None
- Beach music
- Music festivals
- Promotion of mountain heritage (music,food)
- Music, theater, and art classes.
- Walmart
- Child friendly amenities
- A carnival/fair
- Art and music
- A multi purpose Broadway Theater venue, art museum, movie theater, small group workshops that offered adult lectures or learning opportunities that could fluctuate year round. Example: craft skills, learning a foreign language. Painting, wood working, furniture or cabinet refinishing, gardening, landscaping, fly fishing, dancing. A community garden spot for those who are not farmers or landowners but would like to grow fresh vegetables that thrive here..
- More music and art
- Nicer fast food chains, something more for children to do.
- More festivals, live music.
- Symphony twice a year

- Improve library management
- Artist enclave at old Dr Graybow factory
- short track racing/ mud trucks/ go carts beach festival at the fairgrounds
- Arts and music is a natural backbone
- Steakhouse
- More outdoor activities
- Theater and more concerts
- Civic center, trails/greenway close to downtown, sidewalks from downtown to the library, more quality daycares, movie theater
- More activities for kids and homeschool groups
- Movies , shopping
- More diverse dining options
- Live plays and reenactments of current and prior folklore.
- None. Don't try and make it like Raleigh etc.
- Walking trail, better use of fairground area
- More live music jams
- Diversity
- Love the music, food, beverages, and art- keep it going
- A Theater. More musical events
- Continue the music
- There's already a wonderful culture/heritage in Sparta; music, farming and southern hospitality
- Asian/eastern
- Offer choices that are appropriate for the under 60 crowd.
- Jobs, daycares, middle school
- A movie theater/drive in movie theater
- More outdoor activities (such as rope courses, climbing walls, etc.)
- A 200 seat real theater
- "art" movie theater. . . . non-blockbuster movies
- Mountain heritage academy that taught crafts, music, cooking, farming techniques etc.
- Cinema, literary events, bookstore
- More music, art instruction
- Monuments to confederate soldiers, a pregnancy center to help low income pregnant women, wildlife rescue center
- More food!!! Community sports/activity leagues; variety of music; creative experimental art venue (for example a free collective performance space for kids and adults alike to be able to practice art and creative skills, communally, that might not fall into the existing umbrella and spaces.. maybe not bluegrass focused...) (aka the town should buy farmers hardware building, turn the back into apartments and let the front be a creative space that the community turns into what they want it to be.. could have pop up venues, events, etc)
- Working traditional farms, something with Appalachian historical way of life feel.

- Spiral walk, Inclusive attitude for all spiritual beliefs
- Native American / Irish
- dinner theatre
- None
- Pride festivities and mental health awareness
- Antique stores
- Already in place
- Movie theater. Even if it were second run films.
- Roof top bar, winery, fine dining
- more variety of restaurants and more entertainment
- Interactive education Museums, festivals, anything for children and teens. A theater would be amazing or shopping center with clothing stores. We use to have these things so it would be good to see them again.
- A Theater
- More restaurants
- Trail opportunity
- Putt putt (mini golf) , splash pads, laser tag, escape rooms , etc
- Restaurant
- Film, a core arts center
- A central Arts/Cultural facility would be a great way to bring folks to our town. A place where art is not only displayed but produced. Where there could be studios and classrooms for artists to set up and teach with a great deal of collaboration between the various media.
- We moved here during the pandemic, so haven't really gotten to experience all that Sparta has to offer in terms of the music and arts scene. These are things we plan to get involved with, so perhaps I will know more about this in a few months. Right now I'd say I wish for more things (outside/inside) for our children to do.
- More hiking and off-road bicycling trails near town.
- more year round activities for locals and tourist
- more music festivals, heritage festivals, get more people interested in the museum, housing, more apartments, more LOCAL businesses that are open on a regular basis.
- Music and cinema
- Performing arts center
- winery/brewery, fine dining, nightlife
- Art Walk, Running trails, greenway,
- Something to introduce more world culture, geography, and history
- Music festivals
- Real American History
- Any diversity would be great!!!!
- None
- Splash pad for kids

- Something to bring different cultures together whatever that looks like
- Ethnic food
- More use of the fairgrounds, rodeos, fairs and more sporting events like travel teams
- Trees(Christmas trees) on Main Street with benches

5. What amenity should be a priority to create/develop in Sparta? For example, a restaurant/brewery, cultural center, daycare, etc.

- Hometown hardware store.
- Music venue with regionally known artists
- A place for teens to do something.
- Outdoor pool and indoor track. More activities for children and families
- Shops
- Better education
- Downtown Apartments/Condos on Main Street.
- agricultural center
- Grocery store
- Steak house, more quality daycare
- Antique stores, breweries
- Brewery; kids recreation center/skating rink; greater access to New River; 4x4 off-road park
- Lodging
- Something for kids to do . Better restaurants
- Walmart
- Activity center for children (arcade, mini-golf, roller skating, things like that)
- Hardware store turned into apartments
- More and better daycares, places for young adults can come together in a safe place and more fun things for younger kids
- First more local health care. One major hold back is the need to go down the mountain for anything of a serious nature. Another grocery store option like an Ingles or Publix. Needs to be more restaurants that are a good night out destination, a donut shop, another microbrewery, maybe a wine bar downtown. A child care center. Something that would draw teens. Culture center as referenced in the previous answer. Another hotel. Maybe a boteque one.
- Cultural Museum open 7 days per week
- Daycares, stores, better fast food, another grocery store, and something year round for children to do! Skating ring, animal rescue center, something!!
- Hotel. Laundromat.
- Cultural center maybe added to museum to be opened everyday
- Update and fill empty buildings with businesses.
- JOBS, anything that creates jobs. Alleghany population is 1/2 of Ashe and 1/5 of Surrey and Wilkes.
- multi purpose indoor arena,
- Restaurant and retail

- Performances at the auditorium
- Good paying jobs
- After school programs
- Trail/greenway
- Homeschool groups and sports
- Grocery store
- More childcare facilities
- More manufacturing jobs
- Civic center to host various activities. Performance Center for drama, plays, and various other activities. Drive in theater for downtown.
- Don't try and make it like Raleigh etc.
- Downtown culture center
- Cultural center
- Cultural center
- Assure infrastructure is sound to support growth in tourism
- More restaurants, activities for children
- Daycare- roller skating?
- Keep Sparta as it was; simple, laidback, friendly. You can go anywhere else if you're not interested in a "down home " lifestyle
- Filling stores on Main Street
- Businesses that don't shut down at 8pm or shut down for months during winter. Not everyone in Sparta is an octogenarian or poor. I'd like things to do locally but I am forced to go to Winston Salem, Greensboro, Hickory, Boone etc for activities, nightlife. Along with me goes my disposable income.
- Jobs, daycares, middle school
- A pool/splash pad or anything for kids/teenagers
- Brewery, nice restaurant, and nice hotels, also nice stores where can buy Mtn attire (esp in Winter)
- A theater
- hiking trails but I suspect that ship has sailed as they sold the land deeded for that
- The shopping choices are very limited. Food lion is always busy, could use a second grocery store. Physicians are limited as well. Most people look for the basics when considering where to live - education, shopping and doctors.
- Cinema, cultural center
- Cultural center for art
- Pregnancy network
- Restaurants
- To lure people in? Outdoor activities, like a water recreation area (no more restaurants... we suck at that). To keep the residents you have? Real jobs with generous living wages.
- Dog park, skating rink (roller and/or ice), mini golf
- Desperate need of Child Care facility ; Event Ctr/Cinema ; More indoor activities for long Winters
- A consistent, cute look for the entire town from city limit to city limit.

- Nothing
- Spaces for young adults to hang out, pottery classes
- Outlet stores
- None
- An anchor retail business like a Mast General Store.
- winery, fine dining
- restaurants
- Grocery stores are a must, we only have one at the moment. It would be great to see more healthy dining restaurants that cater to people with diabetes, gluten allergies, or any food allergy. After school location for teens to be creative, hang out, study, and for mentorship opportunities.
- More affordable housing
- We need “so many things for our youth”. We literally only have the pool that only open half the time...if we don't invest in our youth we are destined to fall away .
- Restaurant/ Daycare/ People to work.
- Cultural center, entertainment, street scenes, affordable housing, apartments
- Again, in order to have a lasting effect on travelers, in conjunction with the Arts Center, a Boutique Hotel needs to be incorporated into the plan.
- Something with children at the core. I'd love a multipurpose family-oriented center. Day care wouldn't be bad, art lessons/STEAM activities would be awesome, with a combination of things to do in summer outside and winter inside.
- Nothing comes to mind.
- after school care that blends homework, the arts, local field trips for our youth.
- cultural center would be interesting. Winery, and housing or studio apartments.
- Spectacular Main Street with a variety of local venues and stores
- Cultural development center
- entertainment venues
- Day care and Indoor activities for kids (climbing wall, ping pong, basketball court)
- Cultural center
- Sporting goods store to support what hopefully will be an ever growing outdoor recreation scene
- Cultural center
- Dog park, would love to see a drive in or small theater of some sort, a miniature golf course... all things for our kids and family but great ways to bring more people here. Also be great if someone could buy Farmers and make it similar to a Mast General store or something else the community could benefit from instead of sitting empty in main street deteriorating and remaining an eyesore
- Athletics for the community
- Mass general store with normal (not income based) apartments over top on Main Street
- Outdoor swimming pool for summer restaurants open on Sundays
- Youth activity center/ for families & kids
- Housing
- Jobs(they should be technology based) to attract young families to stay here.

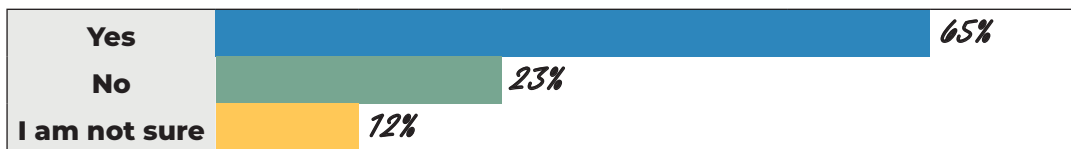
6. What area(s) of Sparta would be eligible locations for this new amenity? Name the area/building/neighborhood.

- Sparta School Community auditorium should be used as a music venue, theater venue and community cultural event center.
- Farmers Hardware
- Bowling alley
- Main St, bypass
- Main street
- High school and community college
- At the park or football field
- the fairgrounds is an under-developed jewel. A couple of additional buildings which could be used to expand the agricultural flavor of the area, would go a long way toward attracting more business
- The old Lowes grocery store
- Farmer's Hardware building, empty stores on main
- Main street. Old hardware store in particular
- Downtown
- Old farmers building
- Downtown Sparta, Ennice, Glade Valley
- Downtown
- Need more things near laurel springs and piney creek
- The entry to the town around the bridge area must be improved. It spoils the first image of Sparta as you approach the town. Do something with the property on the Ballpark side of Craves ...the trashed up property with garbage, mattresses in the yard, old vans and tall old white stucco building and house off Southside next to Bledsoe creek and the Little River. What is now an embarrassing eyesore with garbage all over the yard, old vans, a huge flat bed truck always crammed full of garbage year round, old furniture and beer cans, and a fairly new above ground white pipe running from the house across the street dumping who knows what into the creek that feeds into the River...all could be turned into a beautiful restaurant, gallery, boutique hotel or welcome center into Sparta, overlooking both the creek and Little river. Widen Southside and there is a large strip of beautiful property with trees and a natural setting that cries for a place to relax, enjoy the river and it is in close proximity to town.
- Farmer's Hardware
- In Sparta and it's surrounding open lots
- On the main st strip.
- Please work to fill empty store fronts on Main. Attractive displays could fill empty store windows. It would be nice to see every spot welcoming as you walk down the new sidewalks.
- Main and side streets.
- Old Farmers Hardware needs to be utilized and old water tower (eye sore) needs to be removed
- Farmers hardware building,
- Downtown
- Already there

- Farmer's Hardware building
- Schools
- Near high school or near Crouse Park
- Anywhere. We have nothing here for the kids.
- Old Lowe's building
- Piney creek
- Glade creek
- Sparta
- Roaring gap
- Location would need to definitely located downtown on main Street for full marketing exposure throughout the region.
- None
- Old Farmers Hardware, downtown
- Alleghany jam house!
- Downtown Sparta
- County roads, bridges, river access
- Farmer's Hardware
- Civic center behind subway
- Bring back the Farmers Hardware type store, Smithy's with a diner in the back.
- Main Street
- Main street
- City limits
- Crouse park, the old Farmer's Hardware building
- Old Farmer's Hardware on Main St., Old Sparta Restaurant, land outside of town limits, but near town; Trojan Village has lots of opportunities
- Downtown
- Peachbottom Ridge trail
- Heritage academy could be on a small farm outside the city limits.
- Sturdivant house
- Somewhere near the parkway to draw travelers
- Somewhere downtown
- Refurbish and fill all the empty building before building new ones. Especially the empty farmers hardware building, soap opera building, and others on and surrounding Main Street.
- Any of the river areas, even if it's already a campground. Add pools, and controlled wave pools, controlled rafting experiences, water park kind of feel, a well as quieter, more natural areas to wade, swim, or just observe. Picnic areas, a well as great dining facilities.
- Farmers hardware, Soap Opera (hill for mini golf), Veterans park for fenced Dog park, Crouse Park for spiral walk
- not sure of any available facilities that is not owned by Miles
- The whole town.
- None

- Muddy Creek, Mangum, Beccas, Laconia
- Utilize the Farmers Hardware building
- Bypass
- None
- Former Farmer's Hardware building. But that will cost millions to purchase and remodel. Either the Soap Opera building or the former BP station across the street could be purchased, razed, and a building built for what it would take to purchase and refurbish the former Farmer's Hardware.
- Old Farmers Hardware, at main stop light in Sparta
- Main street
- Trojan Village for a second grocery store, great place for a restaurant is Farmers Hardware as the building is vacant and on Main Street.
- Farmer's Hardware
- Main Street
- Intersection of North Sparta Parkway & Hwy 21 and Hwy 18 North across from Darr St.
- Glade valley, Village park facility, Alexander hall, former blue ridge school facility, former laurel springs school
- There are 9.5 acres fronting Main Street that is zoned commercial and has been for sale for over 10 years. The 4 houses on the Main St frontage are beyond 'adaptive reuse' but a 100 room hotel replacing them, specifically designed to appear as if it had been here since the town was started could provide the lynch pin to other development. The property goes all the way to the back street where new housing...town homes, condos, apartments could be constructed. I can provide more information on this project.
- There is that great large building right on Main St. that is empty! It could be an awesome location for this sort of thing. Also, the location/proximity to Crouse Park is fab--use of the park isn't a bad idea, too.
- Put something in the farmer's hardware building
- old Farmer's Hardware building and the parking lot, Old Lowes Food store, Old Pines Resturant on hwy 21N
- The old Farmers Hardware.
- Main street
- College,library area
- downtown
- Additions to Alleghany Wellness Center and old Farmers store
- Soap opera, old BP area
- Farmers Hardware could house sporting goods and old fashioned country hardware store possibly more.
- Old laurel springs school house
- Farmers Hardware and it's large parking area. Dog park would be great at one of our parks. Soap Opera location for other.
- The county
- Farmers hardware
- Not sure
- Old farmers hardware store
- Any empty buildings, where Soap Opera bldg is, Farmers Hardware
- By offering tax breaks to businesses that will use existing buildings In Alleghany county.

7. Have you, or someone you personally know, struggled to find appropriate housing in Sparta?



8. What type of housing is most needed in Sparta? Select all that apply.

Single Family Homes	51
Multi-family Homes (i.e. apartments)	44
Townhomes	31
Duplexes	10
Subsidized Housing	17
Housing Units for Rent	56
Housing Units for Sale	28
None of the Above	8
Total	245

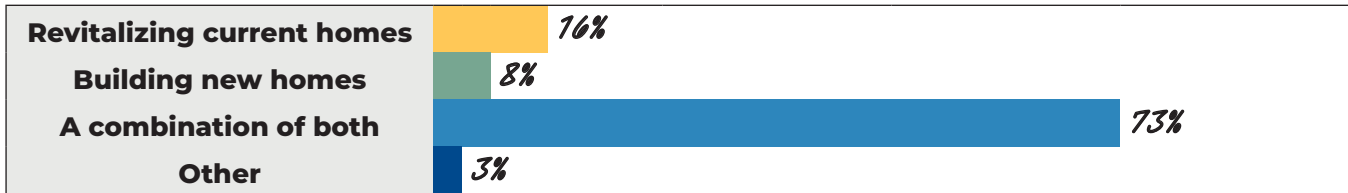
9. Historically, what are the major challenges related to housing in Sparta?

- Pricing, affordability.
- Not enough inventory and not enough new homes being built
- Not sure, maybe monetary.
- Not enough for demand
- Inventory
- Rent is too high
- Not enough affordable rentals
- I own my own home, so am only aware of the rental shortage by what I hear
- People won't cheap housing and that is not needed that's what brings communities down.
- Suitable land
- Availability
- None
- Affordable housing. Short term lodging.
- Nothing to buy or rent
- Not available
- Lack of rental opportunities

- Low paying jobs and people unwilling to work to get ahead
- Bad landlords and not enough housing for middle class and lower class families
- No zoning. Helter skelter building, loads of properties in or near town full of rusting junk cars, access to city water, sewer and affordable heating options.
- Availability
- Very old outdated houses
- No rentals, low inventory.
- I live in county, so an not sure about town.
- Spectrum of housing to fit many family needs.
- Jobs to afford housing
- Folks with higher paying jobs have moved to the area, which has driven housing prices up
- Lack of
- Too many non-working tenants
- Available affordable housing
- Finding rental units that are nice but reasonable
- No available homes to rent besides subsidized. Homes for sale are either really big and expensive or very small and old. Nothing inbetween.
- As of this year, everything's selling so fast is locals can't even find a house to rent for a 3 person family.
- No upkeep
- Most rentals are listed with HUD. alot of people do not qualify for HUD.
- Quality of housing.
- Good rentals
- Low income
- Income
- Not enough apartments
- Accessible housing
- Lack of move in ready inventory.
- Refurbishing the abandoned farms & houses
- Quality of HUD homes is not always good.
- Migrant laborers filling trailer parks or renting run down homes turning them into impromptu land fills. It makes the county look like a giant dump.
- Unsure
- Lack of pet friendly housing, lack of housing for the elderly, and rent that is inappropriately high for our region
- Not enough inventory, very outdated houses
- I don't know
- I have no idea
- Finding rentals is very hard. Homes sell quickly
- Confidence that if you build it they will come
- Don't know
- None that I'm aware of

- N/A, Recently moved here
- Very poor wages
- Rentals
- Pricing / Tax
- Don't know.
- People want it for free
- Nothing small for young adults
- No availability for Middle Income families
- Limited market
- Increased cost of housing due to second and retirement home sales and the lack of economic opportunity for locals to afford.
- Either not nice enough, or too expensive
- we either have housing for low income or it's too expensive for middle income working families
- Income. Most people make below the poverty guidelines set by DHHS and rely on HUDD to assist with rental costs. Finding affordable housing that is available for rent can also be difficult.
- Lack of move in ready homes
- Income
- Seasonal worker renters moving in next to home owners and lowering property value
- Availability
- Affordable
- There is no middle ground in pricing. Housing is very often too expensive or too run down.
- In order to keep working folks here, they need housing they can afford that is convenient to town and easy to maintain.
- Again, haven't been here long, but finding a rental post-earthquake and in this housing market has been insane!
- Recently it's been cost. However the fact that there are not enough people needing housing to support a significantly sized development is a historical issue.
- Locals being able to afford to buy home in Alleghany .
- The rent is overpriced, also there aren't many houses/apartments for rent.
- Affordable and accessible
- quality of supply, midrange price level non-existent
- Quality of housing available, variety—rent vs owning a home
- Not enough clean, up-to-date rental homes.
- Lack of affordable inventory for locals
- Tenants with no respect
- Apartment rental is limited
- Too many summer people
- To many low income housing and to few homes for the first time homes buyers
- Affordability and availability
- Low income
- Cost to build vs. wages
- Again , housing that would appeal to young families.

10. Do you believe Sparta should focus on revitalizing current homes or building new homes?



11. In your opinion, what are Sparta's key workforce industries?

- Parkdale Mills, NAPCO, Pioneer Eclipse, agriculture/Christmas trees.
- Small businesses - trades, artisans, etc.
- Agriculture, Parkdale Mills, Napco
- Pioneer Eclipse, Magnolia, Bottomleys, School system
- Trades
- Agriculture
- Trees
- seems that restaurants are plentiful. Good service is not.
- Farming
- Service, construction, agriculture
- Christmas trees
- Agricultural
- Christmas trees , pumpkins, truss building.
- Tree farms and produce
- I don't know
- Hospital and magnolia
- Factory and fast food
- Agriculture and tourism
- Agriculture and service
- Napco agriculture magnolia
- Tourism, Agriculture.
- Tree farms, schools and public service
- Evergreens, farming, government/schools, services, retail
- Bottomleys
- Magnolia, then Bottomley farms etc
- Not aware of any. Huge need to gain vibrancy
- Agriculture and agriculture support businesses
- Small businesses
- Agriculture, restaurants, medical

- School system and medical
- Restaurants and factory's, agriculture.
- Bottomleys
- Parkdale mills
- Napco
- Pioneer eclipse
- Bottomley farms
- Manufacturing, craftsmen, crafts women, tourist, wineries, and farming.
- There is none. Too many unemployed welfare recipients
- Restaurant, Bottomley
- Landscaping
- Small business,& restaurants
- Agriculture & service industry
- Agriculture, jobs in the service sector, utilities work, real estate, work in trades
- Napco county
- Tourism
- Unskilled laborers/factory staff.
- Nothing of substance. Why is some of that high tax rate we pay not being spent to market the country better? Bring in some tax revenue to lessen the burden on local residents.
- Laborers
- Real estate, education, retail, healthcare
- Farming, Industrial / factory
- I hate to say it but the Bottomleys
- stupid horrible Christmas tree "farms"
- Agriculture, hospitality, factory
- Agriculture and ag related. Construction and land development
- Farming,
- Agriculture
- Christmas Trees, Textiles, NAPCO
- Bottomley's and food service
- Restaurants
- Manufacturing; Farming
- Not sure there are any.
- Ok
- The school system
- Manufacturing
- Tourism
- Agricultural (beef, Christmas trees, produce), Manufacturing (NAPCO, Parkdale Mills, Pioneer Eclipse), Healthcare (Alleghany Hospital, Home Health)
- Hospital, factories, tree farms

- Manufacturing, government and farming
- Agriculture such as the tree farms, small business makes up the majority part of our economy, and Food Lion, fast-food restaurants.
- Textile
- Chemical
- Education
- Agriculture
- Construction , cosmetology, factories
- Napco, Tri-State Components, Park Dale Mills, lots of smaller businesses
- Magnolia, pioneer eclipse, napco, education and medical
- The building trades, hospitality, NAPCO, Parkdale-Textiles, Health Care-especially Elder Care,
- Agriculture, factory work, higher education, and the ability to work virtually or from home.
- Healthcare
- The school system, the hospital, we need more small companies who could employ 20 or more
- Farms, schools, hospital, banks, and small business
- Retail
- I'm not sure
- manufacturing, tourism based occupations, education institutions
- Pioneer Eclipse, Magnolia, School, Hospital
- Small business ownership, trades, agriculture, municipal/county (schools)
- Agriculture, trades, broadband/remote
- Manufacturing
- Trees, pumpkins, it's a great place to do telework!
- Food service
- Food and office labor
- Construction, factories, service jobs
- Bottomley Farms, Truline Truss,
- Farming
- Small manufacturing and farming

12. In order to strengthen workforce development within the region, what should Sparta's top priorities be?

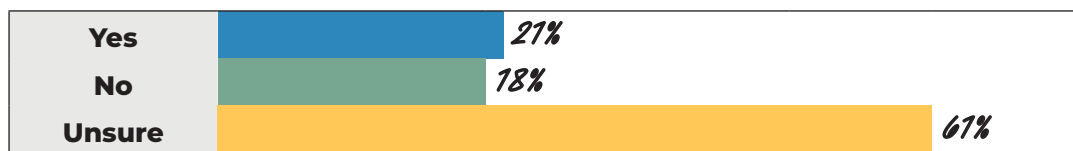
- Vocational classes in the high school and community college; building construction and trades.
- \$15 minimum wage
- Education
- Minimum wage and jobs for teenagers
- Trades, services, arts
- Bring in new organizations
- High School kids
- try to teach the youth a work ethic

- Make the Farmers stronger
- More manufacturers
- Diversity in manufacturing
- Employers that will stay
- Skilled workforce
- Education opportunities as well as industry. Amazon , fed ex , Walmart... all would bring jobs
- Not sure
- Unsure
- Offer new jobs and bring in other business
- Bring in a training school for IT education that offers everything from coding to high level IT Security. You already have fantastic fiber optic internet to support this endeavor. Use it.
- Education and training
- Up pay and benefits
- Try to create more tourism opportunities.
- We need another grocery store to be able to support new industries.
- Develop a base of stores/services to buy local and attract new industries.
- Education expand Wilkes CC campus
- Currently we have more jobs than people, but sadly most of those employers want to pay paupers wages
- Development efforts
- Stop the in flow of meth
- Technical training
- Support for training and internships
- More training for trades with certification and licensing at graduation.
- The children.
- Increase pay and bring new business to area
- Paying living wages.
- Infrastructure, and exposing the city to others outside of NC.
- Quit handing out so much government assistance
- Hire a professional economic development person
- Marketing! And I would like to be a part of it! Joanna L Davis
- Encourage growth
- Evaluate wages
- Vocational education, technology studies
- Stop unemployment payments
- Focus on promoting a simpler way of life than bigger towns & cities; people want a place to go that reminds them of their childhood
- Recruiting outside business
- Jobs that do not involve illegal immigration or serving food in a brown paper bag. There are enough Guatemalans and more than enough fast food induced heart disease in Allegheny County.
- Preserving the youth of the community
- Decrease unemployment, create more jobs in healthcare, create more remote jobs, create opportunities for work based learning, provide a mentor to teach employability skills

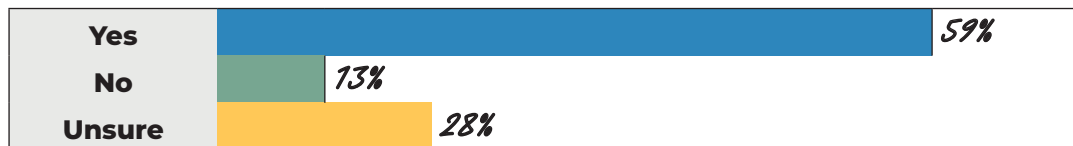
- Need to look for what will bring people to the area long-term to support sustainable economic growth. Consider things such as higher education schools (veterinary school, global health program, etc.). It is IMPERATIVE that this happen in order for real economic sustainability.
- Marketing the internet
- Community center suitable for workers from countries with Zocalos/plazas
- Be more accommodating to industries that want to come to Sparta
- Trade careers like plumber, electrician, machine repair and maintenance.
- New industry
- Preserve and respect the values of the native population. Do not strive to bring in outsiders who disrespect the culture or values of those who have been living here all of our lives. We are by and large a conservative and kind community. We do not want the violence, hatred, race baiting, the far left brings or any of their other baggage.
- Commuter bus, support for current business and employees to ensure long term, capable and reliable workers
- Paying a realistic living wage. Personally, my family is FINE, but the majority are not.
- Be like West Jefferson - more shops, fully open on both weekend days for visitors (ie, don't close up on Saturday at 3pm)
- Jobs
- Better education.
- Retaining younger people
- More resources and support to high school and college bound students
- Trained Educated Work Force
- Tourism
- Mentor programs with the local high school and community college. Pay the students and the businesses a small stipend to allow students to follow workers, managers, bosses, and entrepreneurs around for a defined period and help them understand the priorities of working in that industry. Have the students on a rotation through several businesses. They wouldn't be there to work necessarily, but to observe a local business from all aspects (janitorial to executive) and help them understand their possible roll in that, or similar, business.
- Produce workforce opportunities
- attracting good workers
- Jobs and housing
- Expand the community college
- Focus of affordable housing
- Better pay and treatment for factory workers and a concentration for our youth in vocational training schools
- Bring in more people
- Trades trading, strengthen central source for training and employment opportunities
- Education for all of the above workforce, HOUSING.
- I love the business development center concept. It's awesome that there are so many opportunities right in that one place! I think continuing to build on the strong tech infrastructure could/might grow this area so it's on the map as a place to house more small businesses and tech with a fairly low overhead cost.

- Mentorship programs
- job opportunities that offer onsite training, places to pay a good salary that might support a single parent with 3 kids, jobs that support after school day care for families
- Training
- Shopping options
- Education, access to internet classes
- focused workforce education that aligns with current needs
- Telework for career pathways that allow folks to access living wages while working in this region, Healthcare to manage aging population
- Integrating the immigrant community in other industries besides farming. Continuing education, Business classes, technology education
- Expand on our broadband infrastructure, remote working, call centers, etc
- Home Ec that identifies and teaches credit
- Progression, diversity, people come here for our slow relaxing nostalgic lifestyle... we need to feed that more but ensure there's plenty of work opportunities, places to live, and things for people of all ages to enjoy.
- Non factory jobs; no nepotism
- Training the younger generations and providing better competitive pay
- Bring more jobs to our area
- Full time pay with benefits
- Getting workers here, keeping people here with a living wage
- Attract technology that be maned by students from our community college

13. Are there any resources for high school students wanting to pursue careers with Sparta's key industries/top employers?



14. Should Sparta create an incentive program for current and/or prospective residents?



15. If you answered “Yes” or “Unsure” to the last question, what incentive(s) do you believe would draw prospective residents and/or support current residents to Sparta? Choose your top two.

Relocation expenses	13
Housing Stipend (Rent or Mortgage)	10
Student Debt Repayment	22
Discounted or free co-working/office space	18
One-time cash payment (ex. \$10,000)	8
Start-up capital for a new business (ex. \$10,000)	30
Business Development Advising	13
Recreation Package (free passes/vouchers to state/national parks and outdoor activities)	29
A combination of some of these options	43
Other	5
None of the above	7
Total	198

16. Which companies/organizations (public and private) should be involved in this region’s comprehensive workforce development strategy?

- Wilkes Community College, county government, and local employers.
- Question unclear
- The town of Sparta
- Not sure
- WCC, Alleg. Co. Schools, homebuilders assoc., young entrepreneurs - Jennifer Swenk, Brandon Edwards, Katlyn Miller
- All of them
- Do not try to make Sparta any bigger than it is , just focus on what is already there and enhance it's quality's.
- the county commissioners should be left out of it. There seems to be a divide among the commissioners, with a few seeking progress and a few wanting to stay in the 1950's. There needs to be less of a “good ole boy” network around here to allow for progress.
- Any of them that pay taxes
- Government

- Not sure
- County Business Development
- A combination of public and private along with representatives from secondary and post secondary education.
- Walmart, Amazon, fed ex big Corp to encourage them to come to the area
- Unsure
- Unsure
- Unsure
- State, County, City and companies/ businesses which need more employees and or more skilled or educated employees than are currently available locally.
- All industries
- ?
- Unsure. Chamber of commerce?
- Unsure
- Search for talent and experience in the community beyond the typical list of people that serve on boards.
- The top 6-8 employers
- WCC, and AHS, and The Educational Foundation,
- Chamber
- Stop giving people everything and they will want to work. We have jobs here.
- Unknown
- All industry, restaurants, farmers
- County and town government, chamber, school system
- Any
- Bottomleys
- Unsure
- Local successful businesses, seek advise from other successful cities in similar size, local and state politicians. We all need to have skin in the game of success.
- None
- Invite all people that live in Alleghany county. That will help you decide who is willing to step up and make this county what it can accomplish. Things have got to change or we are headed downhill. Be accepting of new ideas.
- The chamber!
- Lowes, mast store, others
- Big business farms, schools, construction
- Wilkes Community College, construction companies
- Be sure private business owners are part of this
- Farmers/landowners, long-time residents, someone who can help keep Sparta authentic & not commercial
- Town, County, county family physicians

- The list of real businesses (non service industry, pruning trees...) in Alleghany County is not large so start with that.
- Unsure
- Alleghany Health, Sparta Candle Company
- Need to really explore sustainable growth areas (not just in farming and factory growth). Need higher income jobs as stated before by looking at bringing higher education to the area, for example. This is the only way some of our key resources are going to survive (such as healthcare). Offer tax breaks for new businesses (both small and large).
- I don't know
- don't know
- Unsure
- Alleghany Writers has proven their ability to raise standards in reading, writing, and critical thinking to improve quality of workforce and community overall.
- Not sure
- Unsure
- Current businesses, serious prospective businesses that fit the community, unemployed or unsatisfied community members, relevant organizations
- All of them!
- Chamber of Commerce, City Council, County Commissioners, Arts Council
- BDC ; County Commissioners ; Wilkes Comm College
- All
- The Chamber
- Wilkes Community College
- Pioneer Eclipse
- County departments
- Alleghany High School, Wilkes Community College and any willing participant business.
- Napco, Magnolia, Alleghany High School, Napco
- area manufacturers, education groups, and local government
- Blue Ridge Development Center, Blue Ridge Electric, Appalachian Helath, Alleghany County Schools, Wilkes Community College, Alleghany Public Library or NWRL (Northwest Regional Library), Alleghany Chamber of Commerce
- Community College
- All industry
- Local Govt
- School system
- Chamber of commerce
- The Chamber of commerce
- Chamber, community college, business associations, hospital, schools, major enoloyers
- Town of Sparta, Chamber, School Board, NAPCO, Parkdale, ARTS Council,
- I'm not sure of any who aren't already involved. I love that you sought public opinion/perception! This is great!

- Schools, county government, community college, all the major employers.
- federal, state and local monies should be used to help bring in people
- Alleghany Chamber, and Town of Sparta
- Chamber and advisory committee
- Chamber, college, schools
- County, Town, Education Institutes (county and community college systems), industries
- Someone/entity that can help guide the process of growth—encouraging smart growth so that a sense of community and authenticity is preserved.
- I don't know
- Skybest, blueridge energy, Wilkes community college, Alleghany high school, Alleghany county government, Town of Sparta government
- GE, Parkdale, NAPCO
- Unsure
- None; it should be the people
- Town, county and private business owners
- Not sure
- Alleghany County Chamber of Commerce
- Chamber, schools, college, Bottomley's, NAPCO, Truss Companies
- Education—state and federal grants to train more people in new technologies to attract more businesses—remote jobs have come to the forefront because of covid