



WISE COUNTY, VA

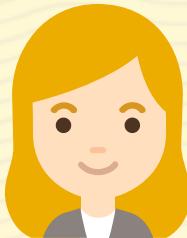
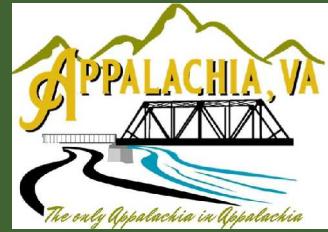
DOWNTOWN SATISFACTION & SMALL BUSINESS SURVEY REPORT



Prepared by Wise County Office of Economic & Industrial Development

In July 2022, Wise County distributed an informal online survey to gauge residents' experiences and opinions of downtown business districts within the county. The purpose of the survey was to collect public input for business development opportunities and downtown improvement efforts. A total of 608 individuals from the six town and one city area responded to the survey with 69% of respondents completing the survey in its entirety. The results shared in this report are organized by town and are representative of the feedback shared by survey respondents.

Town of Appalachia, VA Respondent Demographics



55%

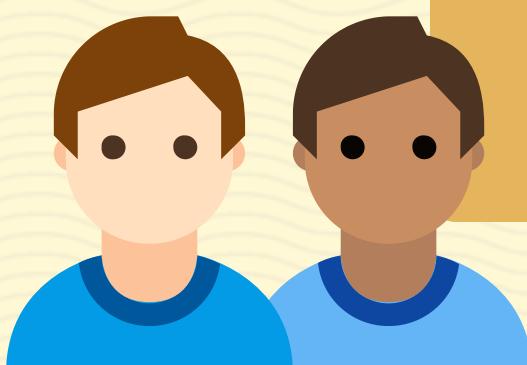
Female survey
participants.



45%

Male survey
participants.

MAJORITY OF
PARTICIPANTS ARE
18 - 24
& 35 - 44
YEARS OLD (TIE)



95%
of participants are White.
5% prefer not to answer.

Town of Appalachia, VA Downtown Satisfaction



Majority of Participants Visit Downtown Appalachia

A Few Times A Week



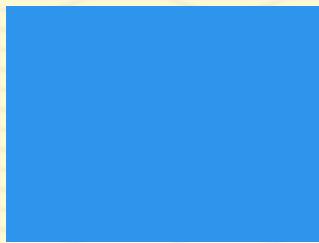
Majority of Participants Visit Downtown Appalachia to

EAT & DRINK



Downtown Trends

57.89%



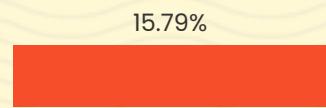
Improving or Making Progress

26.32%



Holding Steady

15.79%



Declining or Losing Ground

Majority of participants feel downtown Appalachia conditions are **improving**.

Town of Appalachia, VA Small Business Interests



When asked what the biggest challenge downtown Appalachia faces, the majority of participants said:

Empty/Blighted Buildings



When asked what discourages them from visiting downtown Appalachia more often, the majority of participants said:

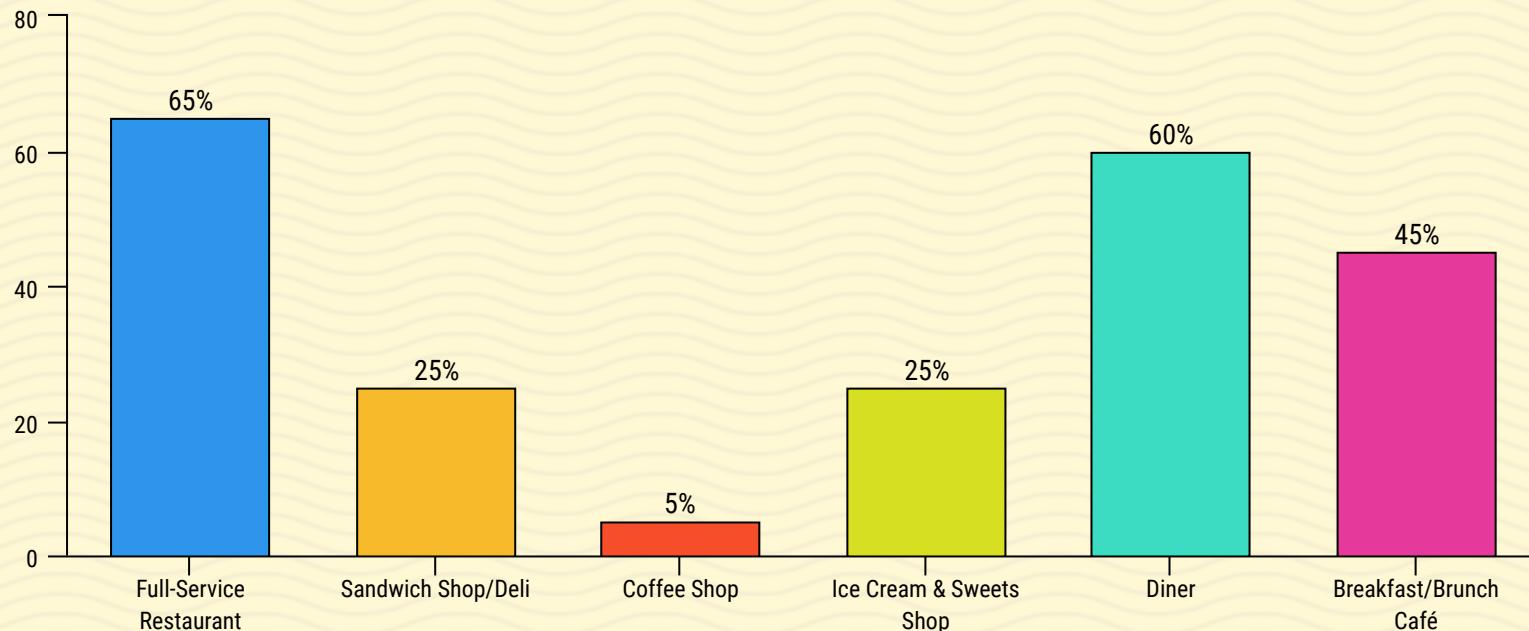
LACK OF AMENITIES & SMALL BUSINESSES



WHEN ASKED TO RANK ORDER THE TYPES OF SMALL BUSINESSES THEY WOULD MOST LIKE TO SEE IN DOWNTOWN APPALACHIA, THE CATEGORY RANKED HIGHEST BY PARTICIPANTS WAS:

RESTAURANTS

Town of Appalachia, VA Food & Beverage Interests



When asked which type of eat/drink establishments they would be most likely to patronize if available in Appalachia, participants said:

#1	full-service restaurant	#4 (tie)	sandwich shop/deli
#2	diner	#4 (tie)	ice cream/sweets shop
#3	breakfast/brunch café	#5	coffee shop

Town of Appalachia, VA Small Business Interests



When asked which Retail establishments they would be most likely to patronize if available in the Appalachia downtown district.



#1 Grocery/
Convenience Store

#2 Clothing
Store/Boutique

#3 Antiques/
Vintage Shop

#4 Outdoor
Rec Store

#5 Lifestyle
Goods

i.e. Soaps, Candles,
Lotions, etc.

When asked which Entertainment/Nightlife establishments they would be most likely to patronize if available in the Appalachia downtown district.



#1 Arcade

i.e. Games, Darts, Pool
Tables, etc.

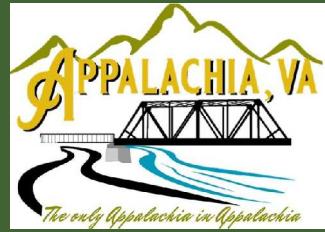
#2 Music
Venue

#3 Bowling
Alley

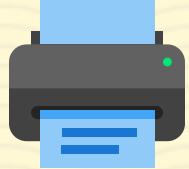
#4 Skating
Rink

#5 Theatre

Town of Appalachia, VA Small Business Interests



When asked which Service-related businesses they would be most likely to patronize if available in the Appalachia downtown district.



#1 Printing Services

#2 Pet Care/Boarding

#3 Appraisal Services

#4 Event Planning Services

i.e. Stationery, Invitations, T-shirts, etc.

When asked which Personal Care related businesses they would be most likely to patronize if available in the Appalachia downtown district.



#1 Hair/Nail Salon (Tie)

#1 Day Spa/Massage Therapy (Tie)

#2 Gym

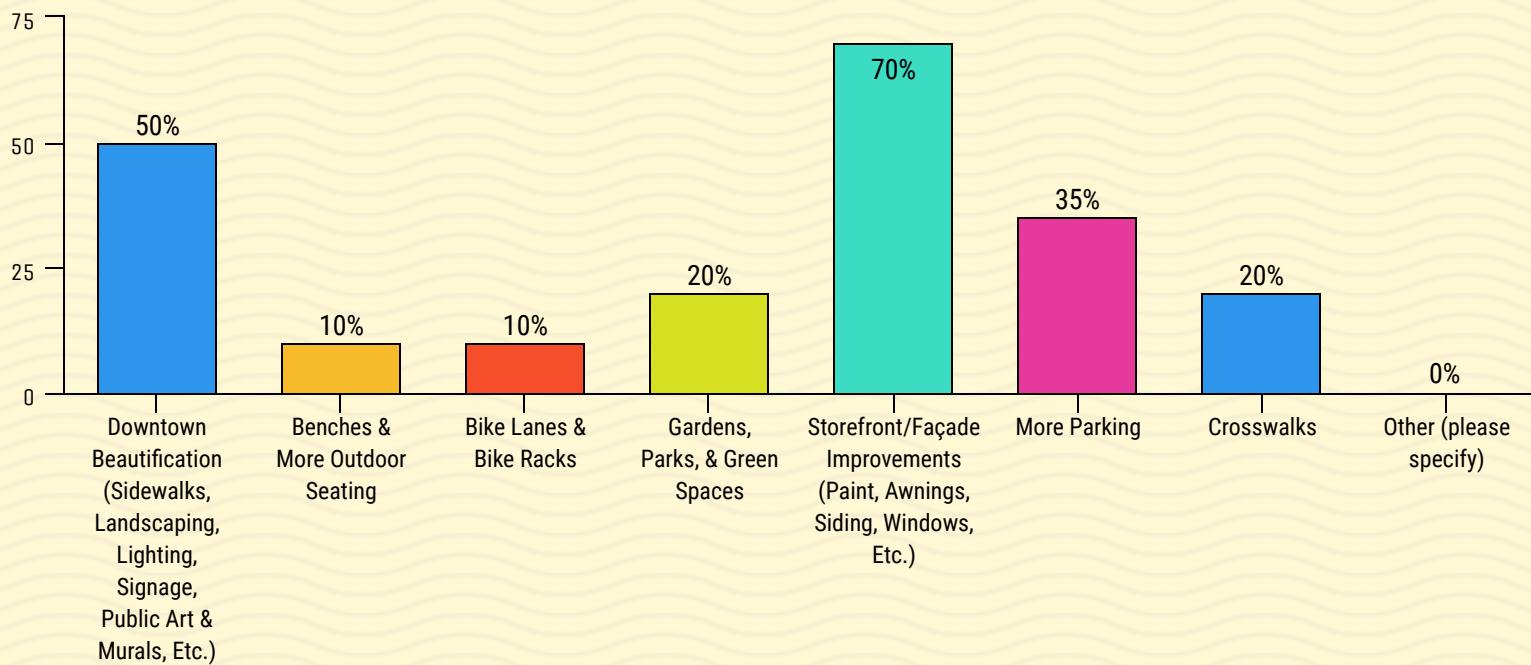
#3 Tanning Salon

Town of Appalachia, VA

Amenities & Improvements



When asked which Amenities or Downtown Improvements they would most like to see in the Appalachia downtown district.



Town of Big Stone Gap, VA Respondent Demographics



74%

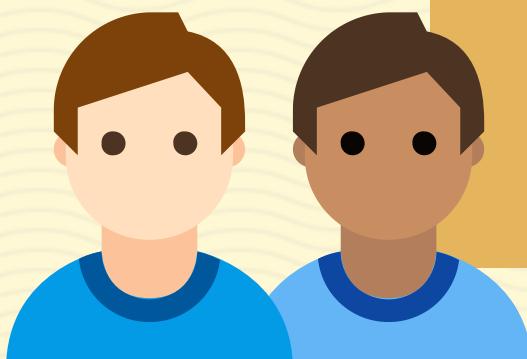
Female survey
participants.



23%

Male survey
participants.

MAJORITY OF
PARTICIPANTS ARE
35 - 44
YEARS OLD



96%
of participants are White.
3.6% prefer not to answer.

Town of Big Stone Gap, VA

Downtown Satisfaction



Majority of Participants Visit Downtown BSG

A Few Times A Week

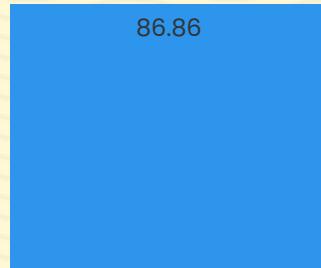


Majority of Participants Visit Downtown BSG to

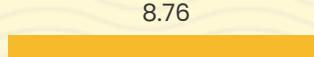
EAT & DRINK



Downtown Trends



Improving or Making Progress



Holding Steady



Declining or Losing Ground

Majority of participants feel downtown BSG conditions are **improving**.

Town of Big Stone Gap, VA

Small Business Interests



When asked what the biggest challenge downtown BSG faces, the majority of participants said:

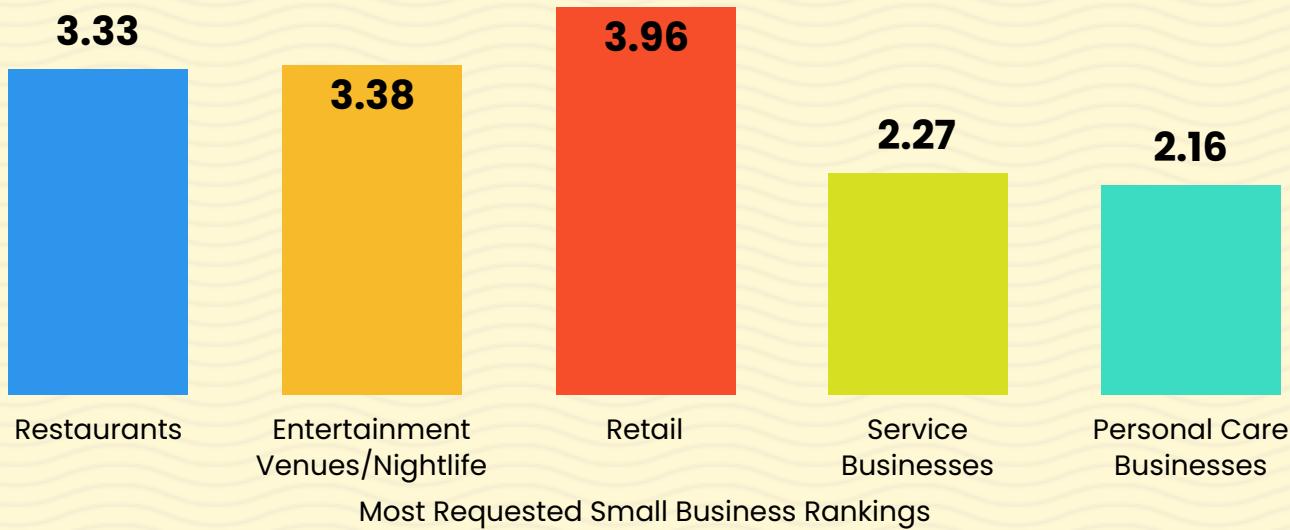
Empty/Blighted Buildings



When asked what discourages them from visiting downtown BSG more often, the majority of participants said:



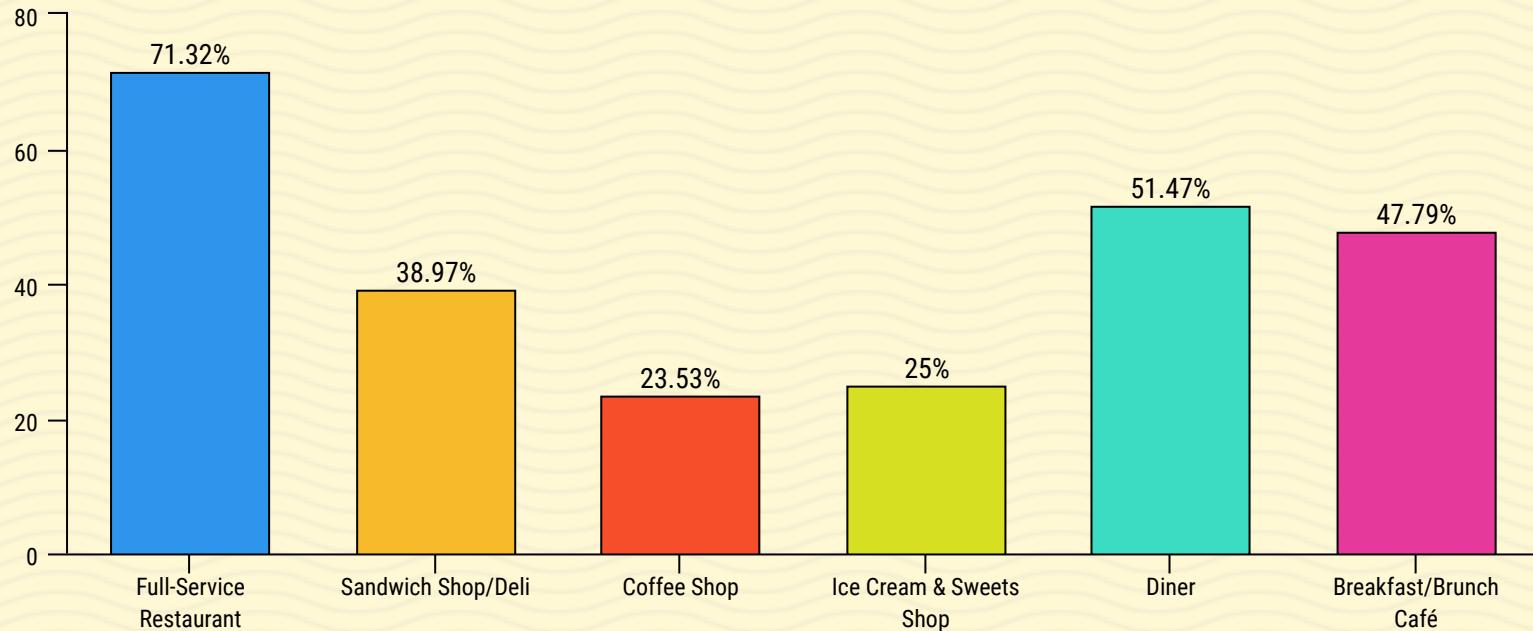
LACK OF AMENITIES & SMALL BUSINESSES



WHEN ASKED TO RANK ORDER THE TYPES OF SMALL BUSINESSES THEY WOULD MOST LIKE TO SEE IN DOWNTOWN BSG, THE CATEGORY RANKED HIGHEST BY PARTICIPANTS WAS:

RETAIL

Town of Big Stone Gap, VA Small Business Interests



When asked which type of eat/drink establishments they would be most likely to patronize if available in BSG, participants said:

#1 full-service restaurant

#4 sandwich shop/deli

#2 diner

#5 ice cream/sweets shop

#3 breakfast/brunch café

#6 coffee shop

Town of Big Stone Gap, VA

Small Business Interests



When asked which Retail establishments they would be most likely to patronize if available in the BSG downtown district.



#1 Grocery Store/
Convenience Store



#2 Clothing
Store/Boutique



#3 Arts & Crafts/
Hobby Shop

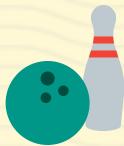


#4 Lifestyle Goods
i.e. Soaps, Candles, Lotion,
etc.



#5 Furniture/
Home Décor Store

When asked which Entertainment/Nightlife establishments they would be most likely to patronize if available in the BSG downtown district.



#1 Bowling Alley



#2 Arcade



#3 Theatre



#4 Skating Rink



#5 Music Venue

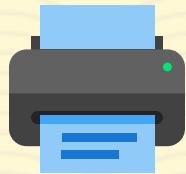
i.e. Games, Darts, Pool
Tables, etc.

Town of Big Stone Gap, VA

Small Business Interests



When asked which Service-related businesses they would be most likely to patronize if available in the BSG downtown district.



#1 Printing Services

#2 Pet Care/Boarding

#3 Event Planning Services

#4 Musical Instruction

i.e. Stationery, Invitations, T-shirts, etc.

When asked which Personal Care related businesses they would be most likely to patronize if available in the BSG downtown district.



#1 Day Spa/Massage Therapy

#2 Yoga/Pilates Studio

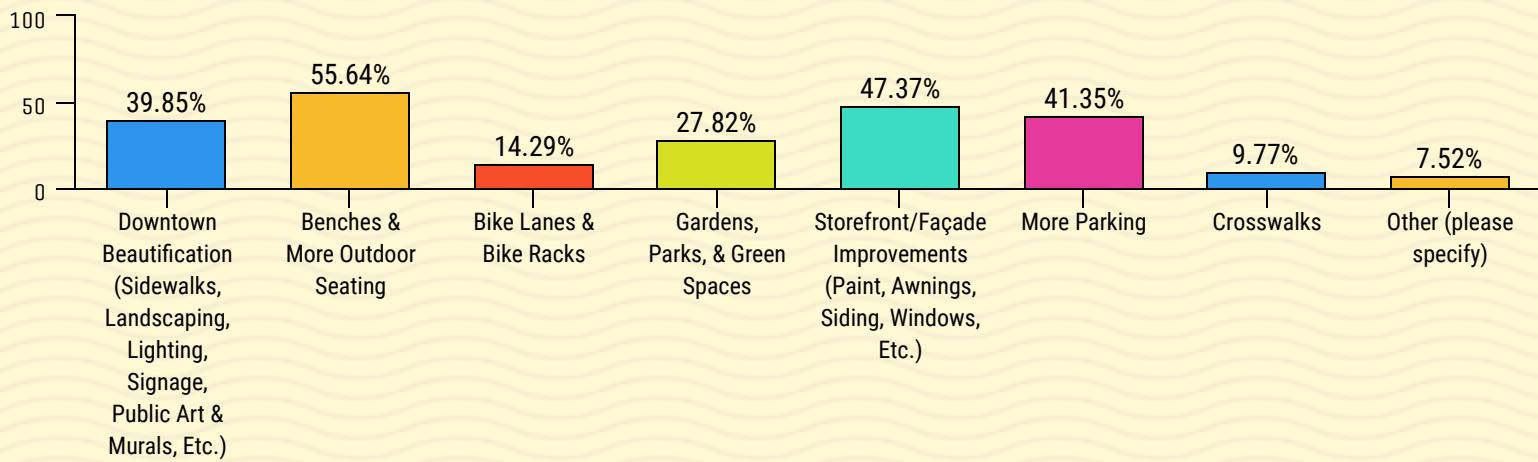
#3 Hair/Nail Salon

#4 Tanning Salon

Town of Big Stone Gap, VA Amenities & Improvements



When asked which Amenities or Downtown Improvements they would most like to see in the BSG downtown district.



~ Other Suggestions ~



road
conditions/
traffic flow



extend
sidewalks



public wifi



downtown
apartments

Town of Coeburn, VA Respondent Demographics



76%

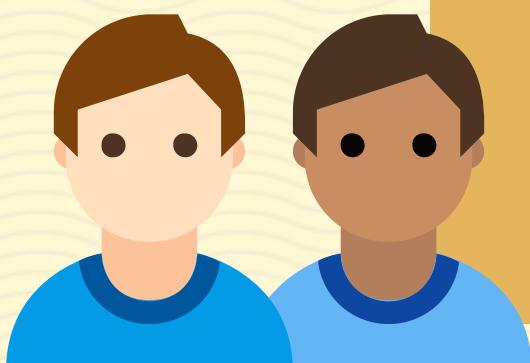
Female survey
participants.



20%

Male survey
participants.

MAJORITY OF
PARTICIPANTS ARE
45 - 54
YEARS OLD



92%
of participants are White.
4% are Black.
4% prefer not to answer.

Town of Coeburn, VA Downtown Satisfaction



Majority of Participants Visit Downtown Coeburn

A Few Times A Week



Majority of Participants Visit Downtown Coeburn to

EAT & DRINK



Downtown Trends

12



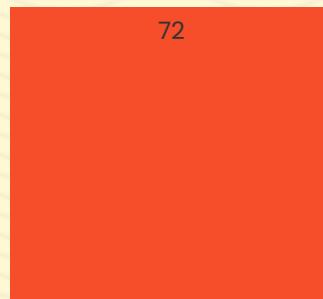
Improving or Making
Progress

16



Holding Steady

72



Declining or Losing
Ground

Majority of participants feel downtown Coeburn conditions are **declining**.

Town of Coeburn, VA

Small Business Interests



When asked what the biggest challenge downtown Coeburn faces, the majority of participants said:

Empty/Blighted Buildings



When asked what discourages them from visiting downtown Coeburn more often, the majority of participants said:

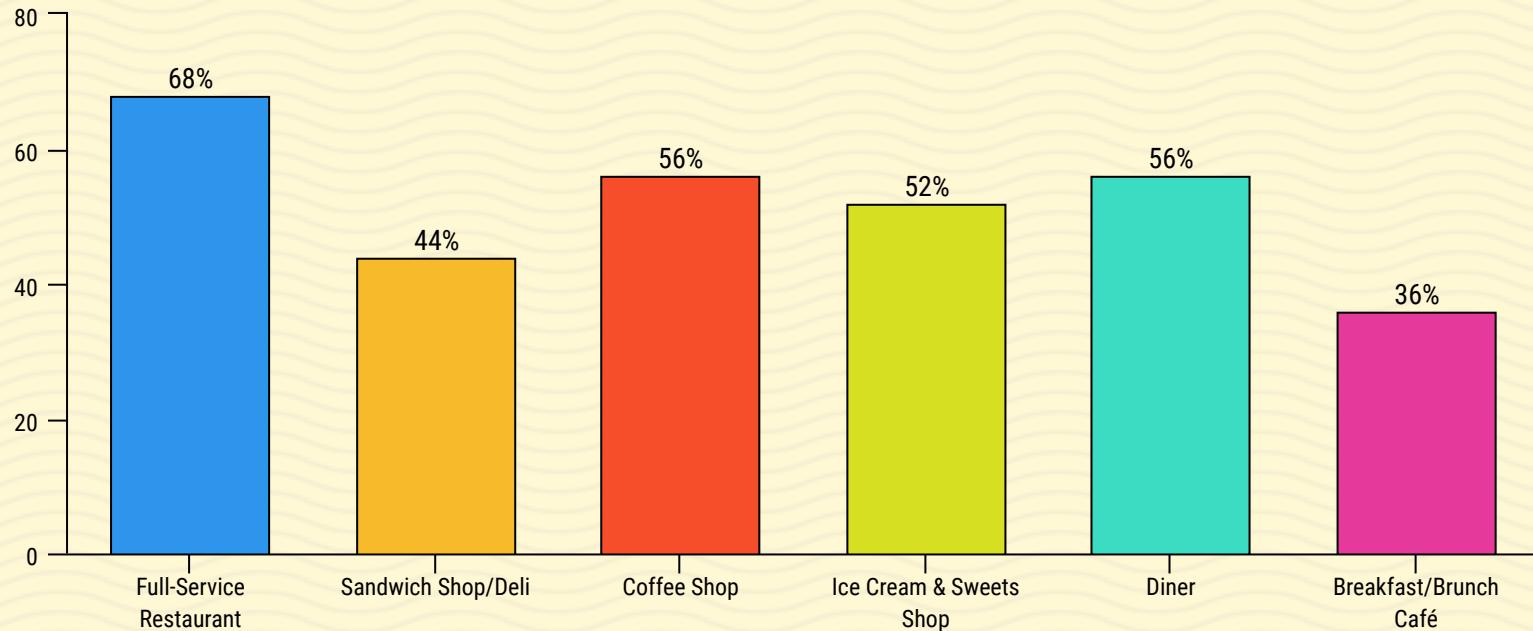
LACK OF AMENITIES & SMALL BUSINESSES



WHEN ASKED TO RANK ORDER THE TYPES OF SMALL BUSINESSES THEY WOULD MOST LIKE TO SEE IN DOWNTOWN COEBURN, THE CATEGORY RANKED HIGHEST BY PARTICIPANTS WAS:

RESTAURANTS

Town of Coeburn, VA Small Business Interests



When asked which type of eat/drink establishments they would be most likely to patronize if available in Coeburn, participants said:

#1 full-service restaurant

#3 ice cream/sweets shop

#2 coffee shop (tie)

#4 sandwich shop/deli

#2 diner (tie)

#5 breakfast/brunch café

Town of Coeburn, VA Small Business Interests



When asked which Retail establishments they would be most likely to patronize if available in the Coeburn downtown district.



#1 Clothing Store/Boutique

#2 Agritourism Business

#3 Gifts /Novelty Shop

#4 Pet Store

#5 Lifestyle Goods

i.e. Soaps, Candles, Lotions, etc.

When asked which Entertainment/Nightlife establishments they would be most likely to patronize if available in the Coeburn downtown district.



#1 Music Venue

#2 Bar/Pub

#3 Theatre

#4 Mini Golf

#5 Brewery

Town of Coeburn, VA

Small Business Interests



When asked which Service-related businesses they would be most likely to patronize if available in the Coeburn downtown district.



**#1 Pet Care/
Boarding**

**#2 Musical
Instruction**

**#3 Printing
Services**

**#4 Event
Planning**

i.e. Stationery, Invitations,
T-shirts, etc.

Others Suggestions: Cleaning Service

When asked which Personal Care related businesses they would be most likely to patronize if available in the Coeburn downtown district.



**#1 Hair/Nail
Salon**

**#2 Day Spa/
Massage Therapy**

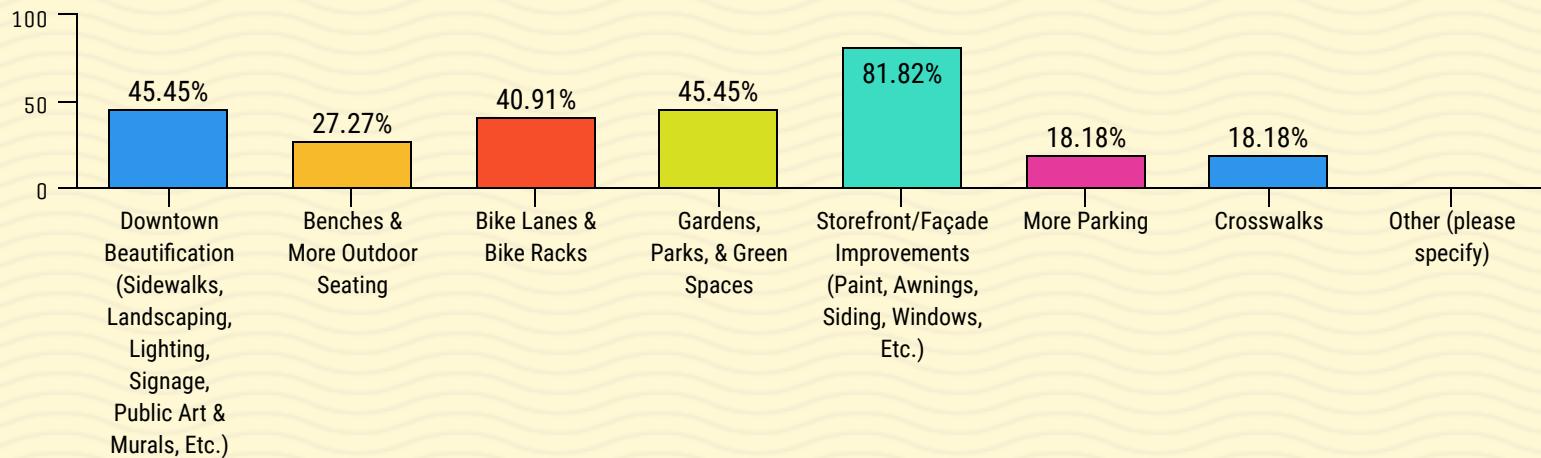
**#3 Yoga/Pilates
Studio**

#4 Gym

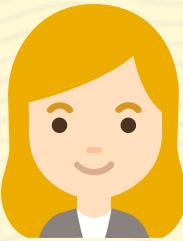
Town of Coeburn, VA Amenities & Improvements



When asked which Amenities or Downtown Improvements they would most like to see in the Coeburn downtown district.



City of Norton, VA Respondent Demographics



68%

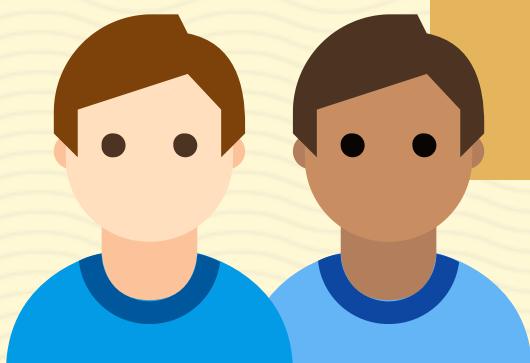
Female survey
participants.



32%

Male survey
participants.

MAJORITY OF
PARTICIPANTS ARE
45 - 54
YEARS OLD



100%
of participants are white.

City of Norton, VA Downtown Satisfaction



Majority of Participants Visit Downtown Norton

Every Day



Majority of Participants Visit Downtown Norton to

EAT & DRINK



Downtown Trends

48%



Improving or Making Progress

32%



Holding Steady

20%



Declining or Losing Ground

Majority of participants feel downtown Norton conditions are **improving**.

City of Norton, VA

Small Business Interests



When asked what the biggest challenge downtown Norton faces, the majority of participants said:

Empty/Blighted Buildings



When asked what discourages them from visiting downtown Norton more often, the majority of participants said:

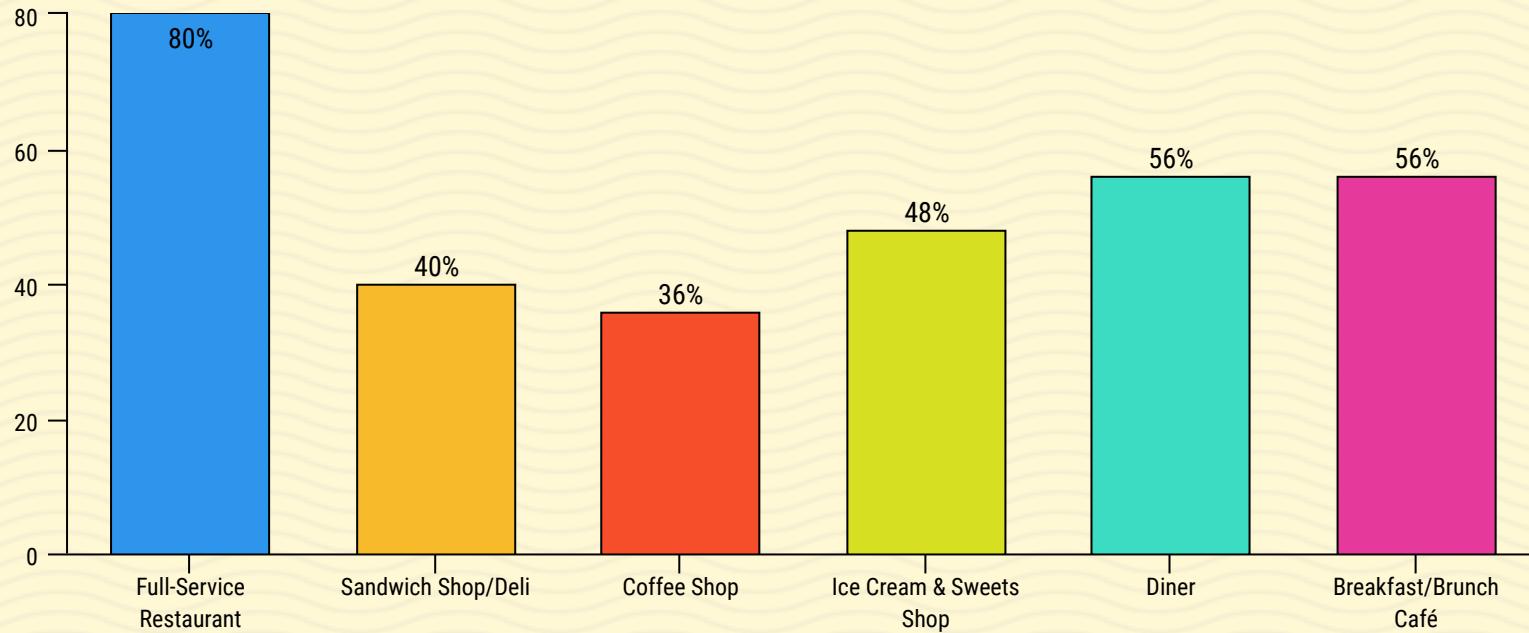
**LACK OF AMENITIES &
SMALL BUSINESSES**



WHEN ASKED TO RANK ORDER THE TYPES OF SMALL BUSINESSES THEY WOULD MOST LIKE TO SEE IN DOWNTOWN NORTON, THE CATEGORY RANKED HIGHEST BY PARTICIPANTS WAS:

RESTAURANTS

City of Norton, VA Food & Beverage Interests



When asked which type of eat/drink establishments they would be most likely to patronize if available in Norton, participants said:

#1 full-service restaurant

#3 ice cream/sweets shop

#2 diner (tie)

#4 sandwich shop/deli

#2 breakfast/brunch café (tie) **#5**

coffee shop

City of Norton, VA

Small Business Interests



When asked which Retail establishments they would be most likely to patronize if available in the Norton downtown district.



#1 Arts & Crafts/
Hobby Shop



#2 Lifestyle
Goods



#3 Pet Store



#4 Nursery/
Greenhouse



#5 Outdoor
Rec Store

i.e. Soaps, Candles,
Lotions, etc.

When asked which Entertainment/Nightlife establishments they would be most likely to patronize if available in the Norton downtown district.



#1 Music
Venue



#2 Arcade

i.e. Games, Darts, Pool
Tables, etc.



#3 Pub/Bar



#4 Brewery



#5 Theatre

Other Suggestions: Cocktail/Music Lounge

City of Norton, VA

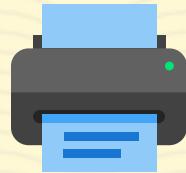
Small Business Interests



When asked which Service-related businesses they would be most likely to patronize if available in the Norton downtown district.



**#1 Pet Care/
Boarding**



**#2 Printing
Services**



**#3 Musical
Instruction**



**#4 Event
Planning Services**

i.e. Stationery, Invitations,
T-shirts, etc.

Other Suggestions: Shoe Repair Shop

When asked which Personal Care related businesses they would be most likely to patronize if available in the Norton downtown district.



**#1 Hair/Nail
Salon**



**#2 Day Spa/
Massage Therapy**



**#3 Tanning
Salon**

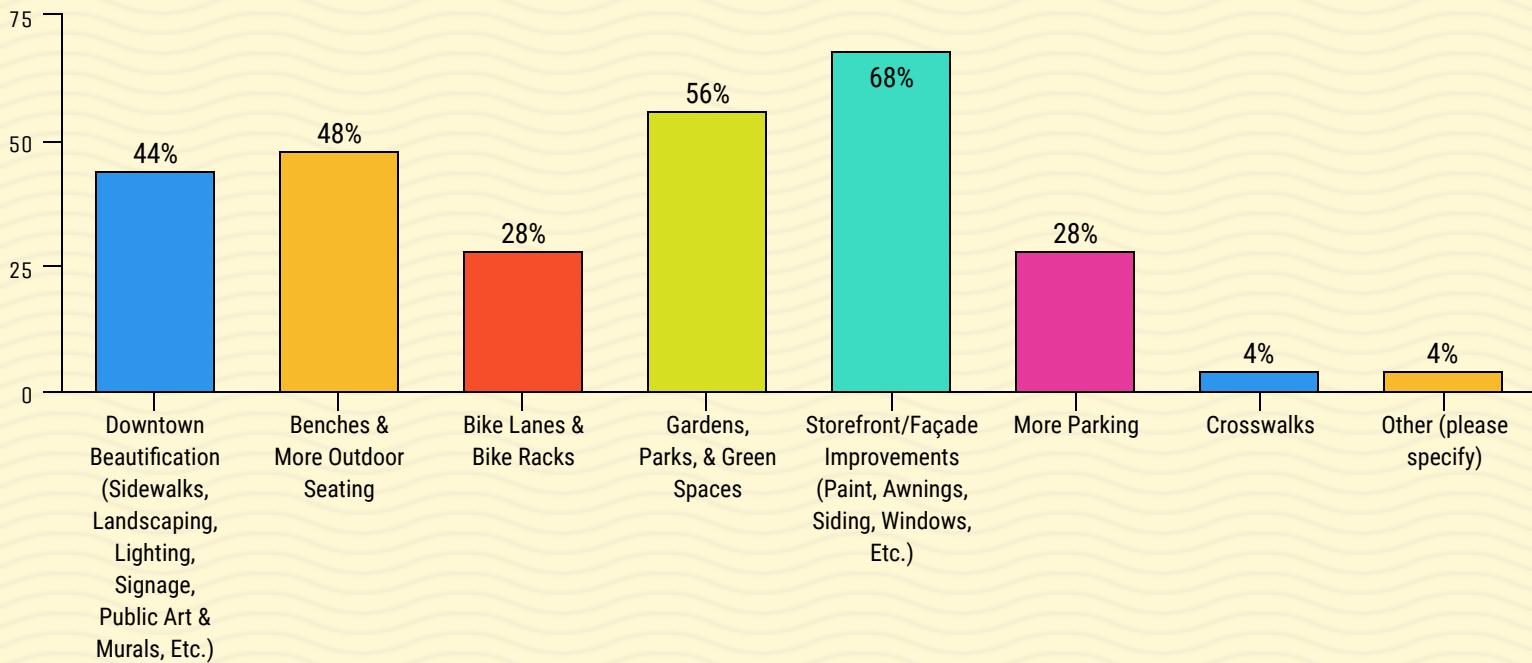


#4 Yoga Studio

City of Norton, VA Amenities & Improvements



When asked which Amenities or Downtown Improvements they would most like to see in the Norton downtown district.



Town of Pound, VA Respondent Demographics



75.8%

Female survey
participants.



18.2%

Male survey
participants.

MAJORITY OF
PARTICIPANTS ARE
25 - 34
YEARS OLD



97%
of participants are White.
3% prefer not to answer.

Town of Pound, VA Downtown Satisfaction



Majority of Participants Visit Downtown Pound

A Few Times A Week



Majority of Participants Visit Downtown Pound to

SHOP



Downtown Trends



Majority of participants feel downtown Pound conditions are **declining**.

Town of Pound, VA Small Business Interests



When asked what the biggest challenge downtown Pound faces, the majority of participants said:

Empty/Blighted Buildings



When asked what discourages them from visiting downtown Pound more often, the majority of participants said:

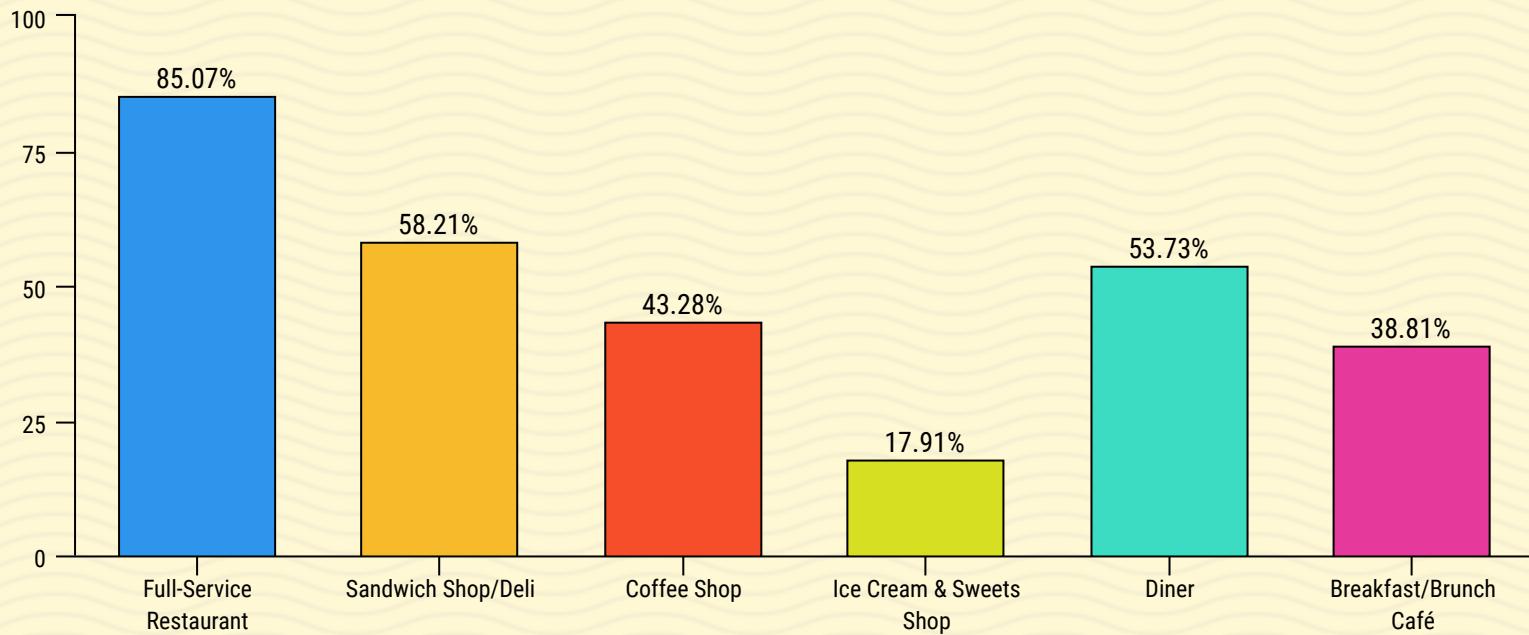
**LACK OF AMENITIES &
SMALL BUSINESSES**



WHEN ASKED TO RANK ORDER THE TYPES OF SMALL BUSINESSES THEY WOULD MOST LIKE TO SEE IN DOWNTOWN POUND, THE CATEGORY RANKED HIGHEST BY PARTICIPANTS WAS:

RESTAURANTS

Town of Pound, VA Food & Beverage Interests



When asked which type of eat/drink establishments they would be most likely to patronize if available in Pound, participants said:

#1 full-service restaurant

#4 coffee shop

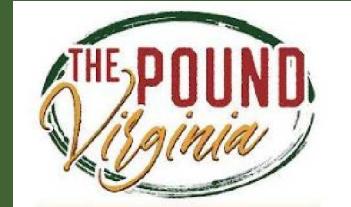
#2 sandwich shop/deli

#5 breakfast/brunch café

#3 diner

#6 ice cream/sweets shop

Town of Pound, VA Small Business Interests



When asked which Retail establishments they would be most likely to patronize if available in the Pound downtown district.



#1 Clothing Store/
Boutique



#2 Arts & Crafts/
Hobby Shop



#3 Grocery/
Convenience Store



#4 Lifestyle
Goods



#5 Gifts/
Novelty Shop

i.e. Soaps, Candles,
Lotions, etc.

When asked which Entertainment/Nightlife establishments they would be most likely to patronize if available in the Pound downtown district.



#1 Music Venue



#2 Bowling Alley



#3 Arcade



#2 Theatre



#4 Mini Golf

i.e. Games, Darts, Pool
Tables, etc.

Town of Pound, VA Small Business Interests



When asked which Service-related businesses they would be most likely to patronize if available in the Pound downtown district.



#1 Printing Services

#2 Pet Care/Boarding

#3 Musical Instruction

#4 Event Planning Services

i.e. Stationery, Invitations, T-shirts, etc.

Other Suggestions: Genealogy Center

When asked which Personal Care related businesses they would be most likely to patronize if available in the Pound downtown district.



#1 Gym

#2 Day Spa/ Massage Therapy

#3 Hair/Nail Salon

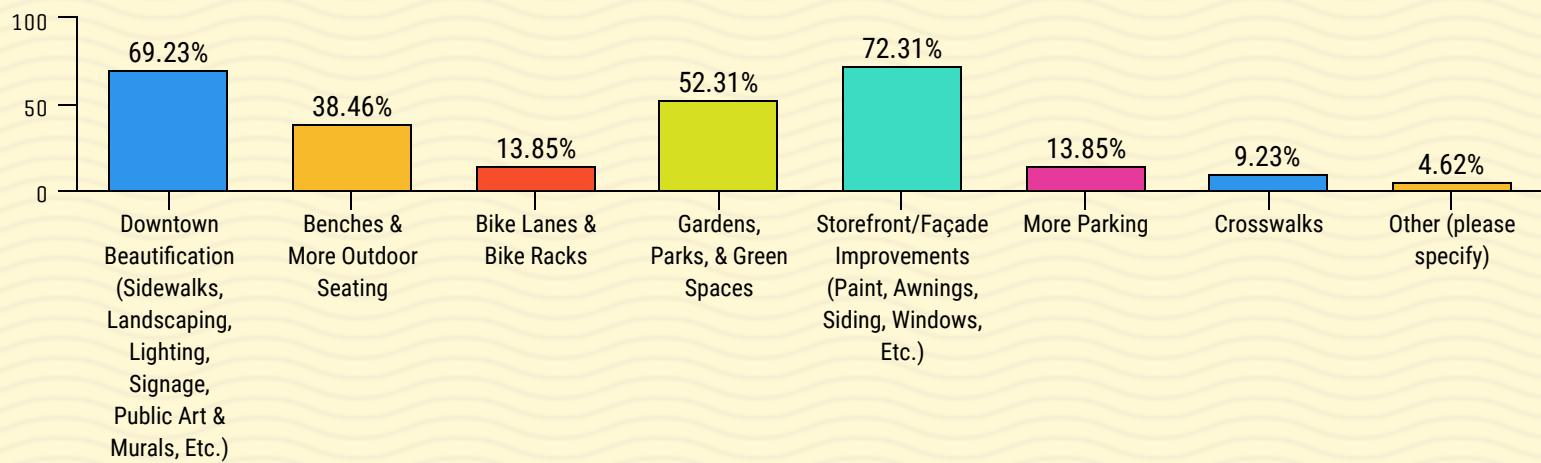
#3 Yoga/Pilates Studio

Other Suggestions: Barber Shop

Town of Pound, VA Amenities & Improvements



When asked which Amenities or Downtown Improvements they would most like to see in the Pound downtown district.



~ Other Suggestions ~



improve
sidewalks



charging stations
for electronic
devices



public water
fountains



clean up
blighted
properties

Town of St. Paul, VA

Respondent Demographics



80%

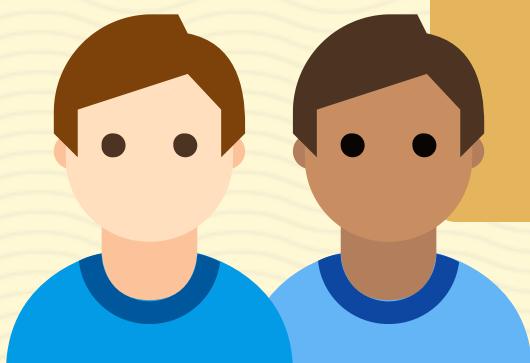
Female survey
participants.



20%

Male survey
participants.

MAJORITY OF
PARTICIPANTS ARE
35 - 44
YEARS OLD



97%
of participants are White.
3% are "Other."

Town of St. Paul, VA Downtown Satisfaction



Majority of Participants Visit Downtown St. Paul

Every Day



Majority of Participants Visit Downtown St. Paul to

EAT & DRINK



Downtown Trends

80%



Improving or Making Progress

6.67%

Holding Steady

13.33%

Declining or Losing Ground

Majority of participants feel downtown St. Paul conditions are **improving**.

Town of St. Paul, VA

Small Business Interests



When asked what the biggest challenge downtown St. Paul faces, the majority of participants said:

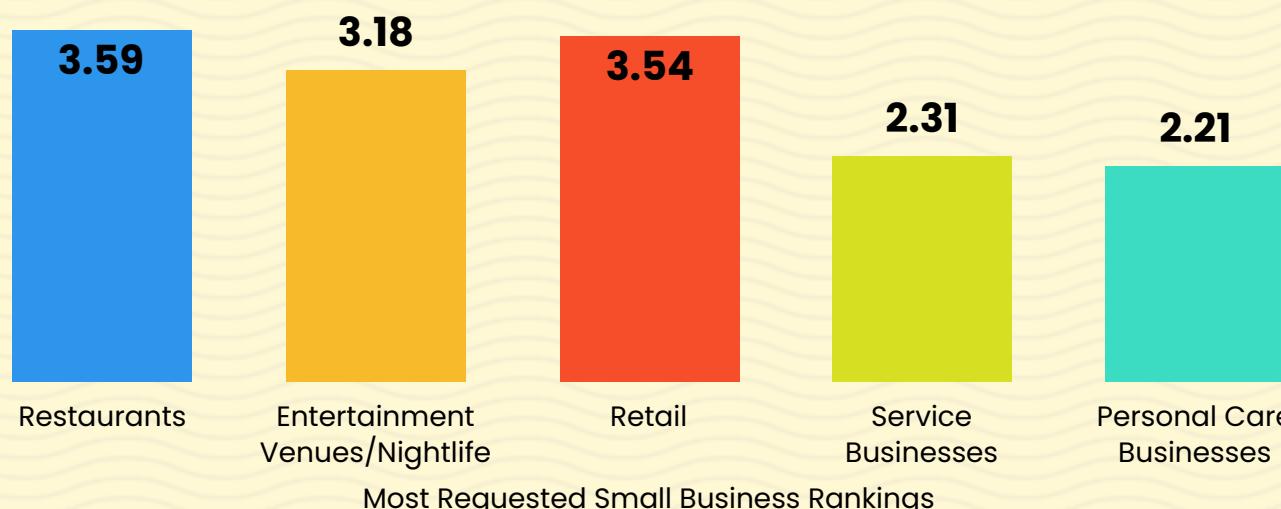
**Empty/Blighted Buildings &
Limited/Inconsistent Business Hours**



When asked what discourages them from visiting downtown St. Paul more often, the majority of participants said:



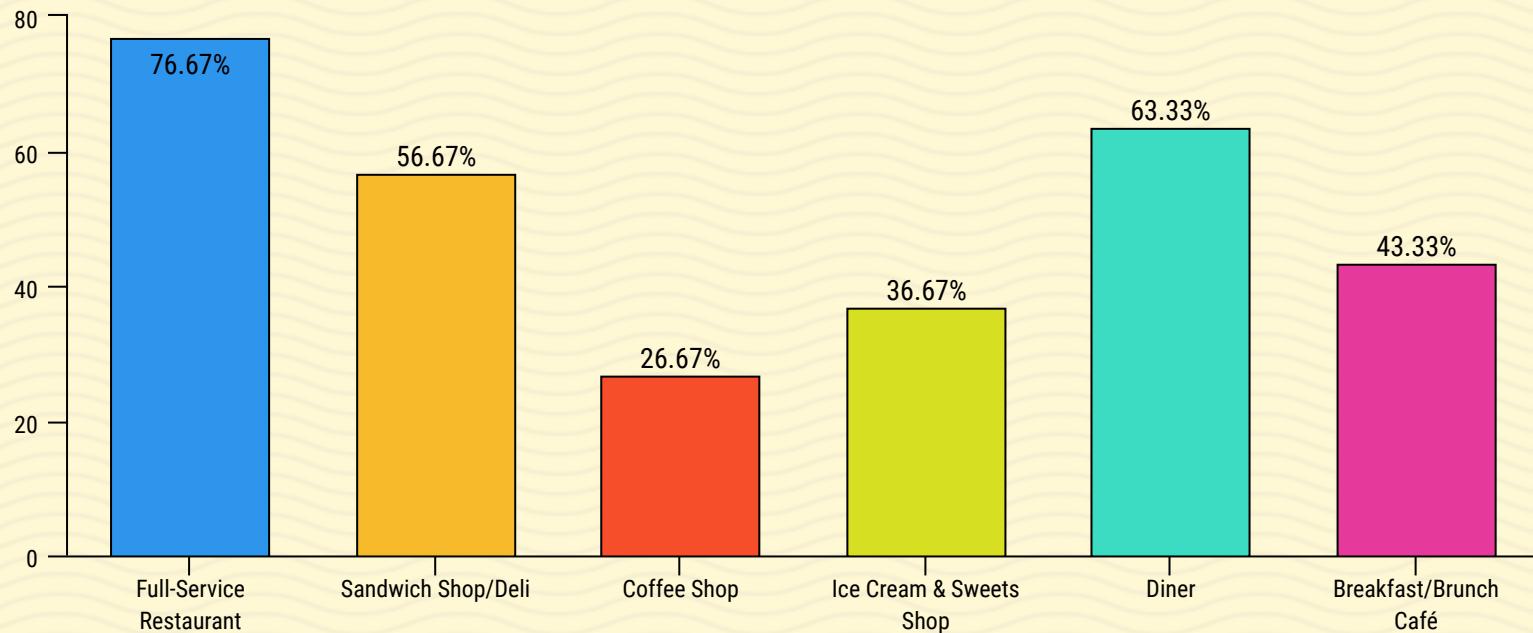
**LACK OF AMENITIES &
SMALL BUSINESSES**



WHEN ASKED TO RANK ORDER THE TYPES OF SMALL BUSINESSES THEY WOULD MOST LIKE TO SEE IN DOWNTOWN COEBURN, THE CATEGORY RANKED HIGHEST BY PARTICIPANTS WAS:

RESTAURANTS

Town of St. Paul, VA Small Business Interests



When asked which type of eat/drink establishments they would be most likely to patronize if available in St. Paul, participants said:

#1 full-service restaurant

#4 breakfast/brunch café

#2 diner

#5 ice cream/sweets shop

#3 sandwich shop/deli

#6 coffee shop

Town of St. Paul, VA

Small Business Interests



When asked which Retail establishments they would be most likely to patronize if available in the St. Paul downtown district.



#1 Clothing Store/Boutique

#2 Arts & Crafts/ Hobby Shop

#3 Grocery/ Convenience Store

#4 Furniture/ Home Décor Shop

#5 Antiques/ Vintage Shop

When asked which Entertainment/Nightlife establishments they would be most likely to patronize if available in the St. Paul downtown district.



#1 Music Venue

#2 Theatre

#3 Bowling Alley

#4 Mini Golf

#5 Arcade

i.e. Games, Darts, Pool Tables, etc.

Town of St. Paul, VA

Small Business Interests



When asked which Service-related businesses they would be most likely to patronize if available in the St. Paul downtown district.



**#1 Pet Care/
Boarding**



**#2 Printing
Services**



**#3 Musical
Instruction**



**#4 Event
Planning Services**

i.e. Stationery, Invitations,
T-shirts, etc.

When asked which Personal Care related businesses they would be most likely to patronize if available in the St. Paul downtown district.



**#1 Day Spa
/Massage Therapy**



**#2 Hair/Nail
Salon**



**#3 Yoga/
Pilates Studio**



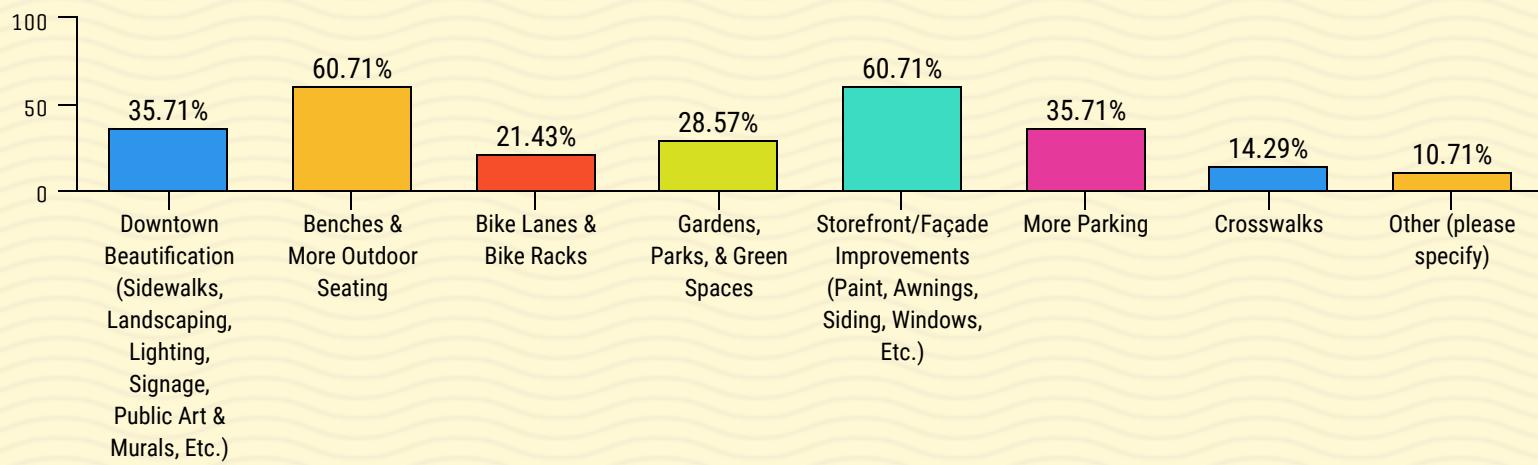
#4 Gym

Town of St. Paul, VA

Amenities & Improvements



When asked which Amenities or Downtown Improvements they would most like to see in the St. Paul downtown district.



~ Other Suggestions ~



public wifi



crosswalk
signals

Town of Wise, VA Respondent Demographics



74%

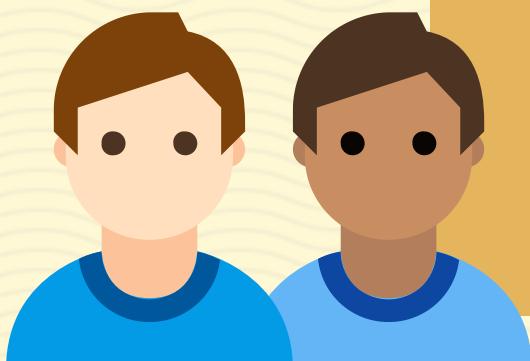
Female survey
participants.



23%

Male survey
participants.

MAJORITY OF
PARTICIPANTS ARE
35 - 44
YEARS OLD



95%
of participants are White.
4.30% prefer not to answer.
1.08% are Asian.

Town of Wise, VA Downtown Satisfaction



Majority of Participants Visit Downtown Wise

EVERY DAY



MAJORITY OF
PARTICIPANTS
WOULD LIKE
TO SEE
PARKING
CONDITIONS
IMPROVE IN
DOWNTOWN
WISE

Majority of Participants Visit Downtown Wise to

EAT & DRINK



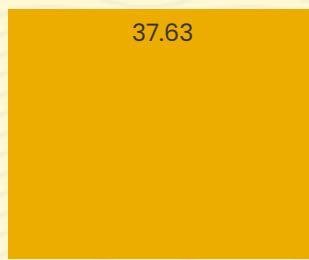
Downtown Trends

22.58



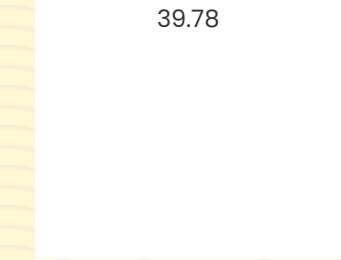
Improving or Making
Progress

37.63



Holding Steady

39.78



Declining or Losing
Ground

Majority of participants feel downtown Wise conditions are **declining**.

Town of Wise, VA Small Business Interests



When asked what the biggest challenge downtown Wise faces, the majority of participants said:

**Limited or
Inconsistent
Business Hours**



When asked what discourages them from visiting downtown Wise, the majority of participants said:

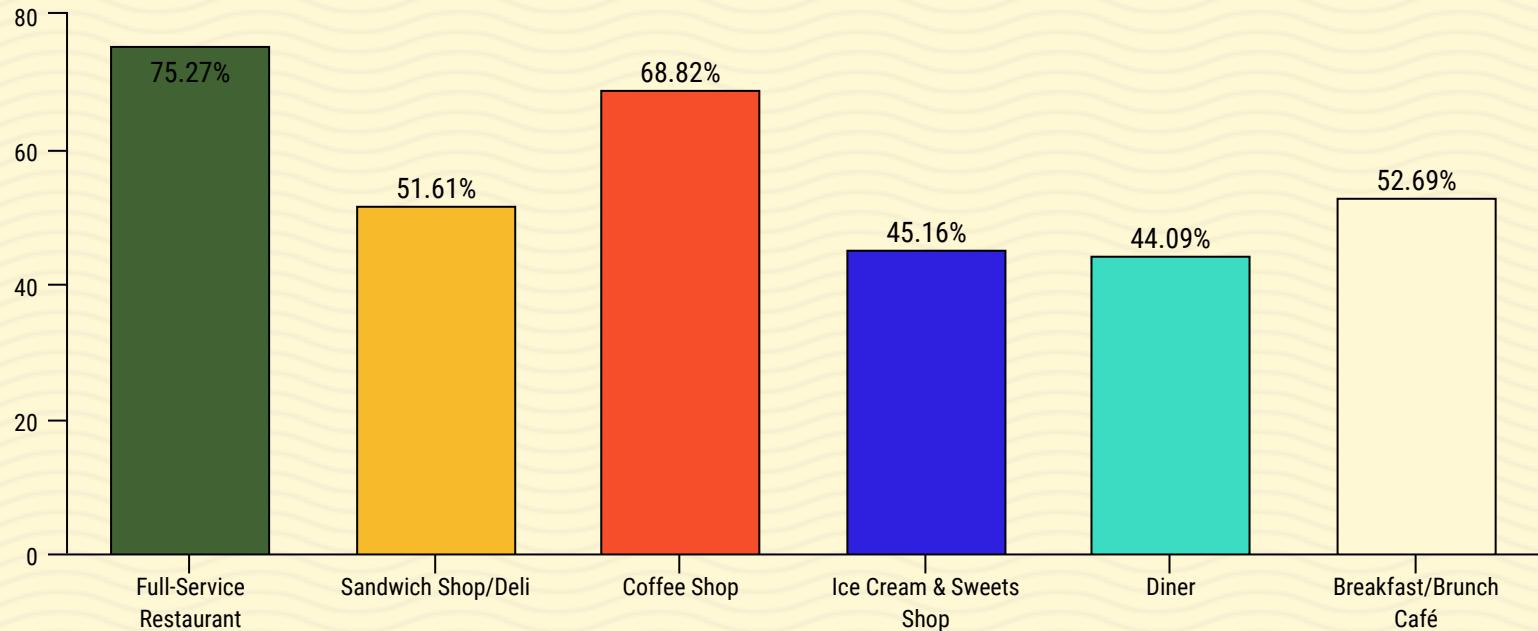
**LACK OF AMENITIES &
SMALL BUSINESSES**



WHEN ASKED TO RANK ORDER THE TYPES OF SMALL BUSINESSES THEY WOULD MOST LIKE TO SEE IN DOWNTOWN WISE, THE CATEGORY RANKED HIGHEST BY PARTICIPANTS WAS:

RESTAURANTS

Town of Wise, VA Small Business Interests



When asked which type of eat/drink establishments they would be most likely to patronize if available in Wise, participants said:

#1 full-service restaurant

#4 sandwich shop/deli

#2 coffee shop

#5 ice cream/sweets shop

#3 breakfast/brunch café

#6 diner

Town of Wise, VA Small Business Interests



When asked which Retail establishments they would be most likely to patronize if available in the Wise downtown district.



#1 Bookstore



#2 Clothing Store/Boutique



#3 Gifts /Novelty Shop



#4 Lifestyle Goods



#5 Arts & Crafts/Hobby Shop

i.e. Soaps, Candles, Lotion, etc.

When asked which Entertainment/Nightlife establishments they would be most likely to patronize if available in the Wise downtown district.



#1 Music Venue



#2 Arcade



#3 Mini Golf



#4 Bar/Pub



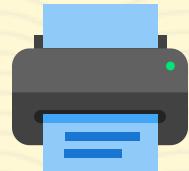
#5 Brewery

Town of Wise, VA

Small Business Interests



When asked which Service-related businesses they would be most likely to patronize if available in the Wise downtown district.



**#1 Pet Care/
Boarding**

**#2 Printing
Services**

**#3 Musical
Instruction**

**#4 Event
Planning Services**

i.e. Stationery, Invitations,
T-shirts, etc.

When asked which Personal Care related businesses they would be most likely to patronize if available in the Wise downtown district.



**#1 Day Spa/
Massage Therapy**

**#2 Yoga/
Pilates Studio**

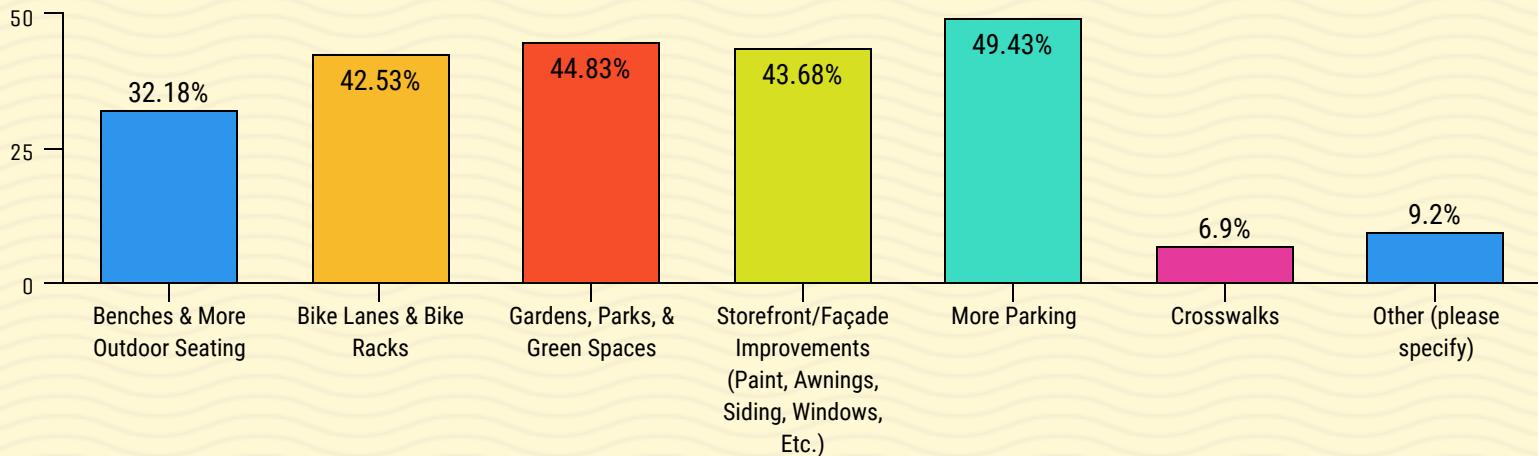
**#3 Hair/Nail
Salon**

#4 Gym

Town of Wise, VA Amenities & Improvements



When asked which Amenities or Downtown Improvements they would most like to see in the Wise downtown district.



~ Other Suggestions ~



pet friendly spaces



kid's playground



community garden



walking trail/track