



ROSEBORO

CREATING OUTDOOR RECREATION ECONOMIES

EXECUTIVE SUMMARY

2024-2029



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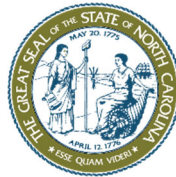
Cover photograph credits: Town of Roseboro and NC Department of Agriculture Plant Industry-Plant Conservation Program. Any photo of Pondberry Bay Preserve must receive permission from PCP for reuse or republication.

Acknowledgements

The Creating Outdoor Recreation Economies (CORE) program is made possible by a U.S. Economic Development Administration State Tourism Grant which awarded \$6 Million to the State of North Carolina’s Supporting and Strengthening Resiliency in North Carolina’s Travel, Tourism, and Outdoor Recreation Sectors Initiative. As a component of this Initiative, the North Carolina Department of Commerce’s Rural Economic Development Division (REDD) developed the CORE program. The CORE program offers strategic planning and technical assistance to help rural communities leverage North Carolina’s abundant outdoor recreation assets to bolster local economic vitality.

The REDD announced the technical assistance program offering Outdoor Recreation Economy Strategic Planning and Asset Development services in late 2022. Communities from across the state applied to engage with strategic planning services and 34 local governments were accepted to participate. Main Street & Rural Planning (MS&RP) staff, who is responsible for facilitating strategic economic development planning and implementation services, worked with local government staff to communicate the goals of the program, identify local opportunities, and assemble a planning work group.

This project would not be possible without the support and participation of the Town of Roseboro’s Board of Commissioners, the work group members, the businesses, and citizens of Roseboro.



This plan was prepared by the North Carolina Department of Commerce, Rural Planning Program, using Federal funds under award 04-79-07689 from the Economic Development Administration, U.S. Department of Commerce. The statements, findings, conclusions, and recommendations are those of the author(s) and do not necessarily reflect the views of the Economic Development Administration or the U.S. Department of Commerce.

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Executive Summary

Through CORE, the Town of Roseboro collaborated with N.C. Department of Commerce, Rural Economic Development Division staff members and local stakeholders in a strategic planning process to identify and develop outdoor recreation assets that present economic growth opportunities. Strategy development focused on leveraging outdoor recreation assets to increase tourism, encourage small business development, enhance quality of life for residents, plan for outdoor recreation asset and infrastructure development, and position communities to grow and attract outdoor industries.

A plan of work was created for Roseboro based on the strategic plan and plan of work that were created for downtown Roseboro as part of the NC Commerce Rural Economic Development Division NC Main Street program. The Main Street program develops and promotes downtown development in rural North Carolina. Roseboro is a Small Town Main Street participant in this state program.

The Roseboro Main Street Strategic Plan proposes strategies, goals, objectives, and actions the community can take to increase economic vitality by leveraging outdoor recreation assets. This ties in perfectly with the CORE program. For the purposes of Roseboro's CORE strategic plan of work, outdoor recreation is defined as all recreational activities undertaken for leisure that occur outdoors, with an emphasis on those activities that involve some level of intentional physical exertion and occur in nature-based environments.



Figure 1 Pondberry Bay Preserve Source: NCDA PCP

Roseboro’s major assets are the Mountain to the Sea Trail and the Roseboro Heritage Trail. There is growing interest in outdoor recreation and Roseboro is poised to capitalize on those opportunities. The MST bisects the Town and the Heritage Trail is a 1-mile loop around downtown and surrounding neighborhoods. These two trails will be the focus of Roseboro’s CORE plan of work.

The Roseboro CORE work group developed its own vision statement to mesh with the Downtown Roseboro Main Street strategic goals as well as provide a focal point for the CORE plan:

Roseboro is a destination on your journey with social, cultural and outdoor experiences and unique dining and shopping.



Image2: Town of Roseboro Source: Town of Roseboro

Background

There is a long tradition of outdoor recreation in North Carolina. From the mountains to the coast, there are incredible landscapes and unique places to pursue a wide variety of outdoor recreation activities. Participation in these activities generates a large economic impact.

In recent years, statistics show that participation in outdoor recreation is increasing, particularly in the wake of COVID-19. This growth continues and can create increased economic impacts of outdoor recreation, particularly in rural locations where many of the state's outdoor recreation assets are located. There is also great potential to expose and engage people that have historically not participated in outdoor recreation activities at the same rate as others. It is important for all individuals to have the opportunity and access to enjoy recreational pursuits and benefit economically from outdoor recreation. These factors, combined with other on-going outdoor recreation initiatives across the state, make it an ideal time to critically examine how this sector can benefit local economies.



Image 3: MST Trail in Roseboro Source: Town of Roseboro

Economic Impact

Outdoor recreation activity and associated expenditures generate a large economic impact. This is a broad economic sector that comprises a diverse range of industries including manufacturing, retail, arts, entertainment, and recreation. This economic sector also includes many supporting activities such as construction, travel and tourism, accommodation and food services, and more.

In 2022, according to the U.S. Department of Commerce Bureau of Economic Analysis’ Outdoor Recreation Satellite Account, the outdoor recreation economy represented \$563.7 billion in current-dollar gross domestic product (GDP), or 2.2 percent of the United States’ total GDP. The outdoor recreation sector of the economy is growing at a faster rate than the overall economy:

Inflation-adjusted (“real”) GDP for the outdoor recreation economy increased 4.8 percent in 2022, compared with a 1.9 percent increase for the overall U.S. economy, reflecting a deceleration from the increase in outdoor recreation of 22.7 percent in 2021. Real gross output for the outdoor recreation economy increased 7.5 percent, while outdoor recreation compensation increased 9.1 percent, and employment increased 7.4 percent.

Employment in the outdoor recreation industry increased in all 50 states during 2021.

At the state level, outdoor recreation contributed \$11.8 billion in total value-added economic impact to North Carolina’s GDP. North Carolina ranked as the 11th highest state in “Value-Added Outdoor Recreation in Total outdoor recreation activities” in 2021. This included employment for over 130,000 individuals that resulted in over \$5.9 billion in total compensation.

According to VisitNC, the tourism arm of the Economic Development Partnership of North Carolina, visitor spending in 2022 was \$63.3 million in Sampson County. There were 342 people employed in the hospitality industry during this time and those workers earned over \$13.8 million. Local tax revenue was \$2.1 million that yearⁱ. Table 1 below illustrates the categories of visitor spending from 2022. Food and beverages were the highest in spending.

Sampson County Visitor Spending 2022 (\$millions)

Lodging	Food and Beverage	Recreation	Retail	Transport (Ground and Air)	Total Spending
\$13.73	\$21.14	\$8.27	\$4.96	\$15.21	\$63.30

Table 1 Sampson County Visitor Spending 2022 Source: VisitNC

Outdoor Recreation Participation

According to the 2022 Outdoor Industry Association ‘Outdoor Participation Trends Report’, “outdoor participation continues to grow at record levels. More than half (54%) of Americans ages 6 and over participated in at least one outdoor activity in 2021, and the outdoor recreation participant base grew 2.2% in 2021 to 164.2M participants. This growing number of outdoor participants, however, did not fundamentally alter long-term declines in high frequency or ‘core’ outdoor participation.”ⁱⁱ

Studies show that approximately 56% of North Carolinians participate in some form of outdoor recreation each yearⁱⁱⁱ. This includes more than 22.8 million visitors to North Carolina state parks in 2021 — three million more than any other year on record. Many parks, national forests, and other public recreation areas report increased visitation as well.

These numbers represent a solid base of individuals participating in outdoor recreation and contributing to associated economic activity. But there is still room to engage more individuals and continue to increase participation in outdoor recreation, particularly among populations that have not historically participated in outdoor recreation at levels comparable to others. Also, people increasingly want outdoor recreation opportunities that are convenient to where they live so they can participate on a regular basis without the need to travel long distances.^{iv v}



Setting

Roseboro is in Sampson County, just east of Fayetteville. The Town was established in 1889 along new railroad lines that connected Fayetteville and Wilmington^{vi}.

According to the US Census, Roseboro had a population of 1,163 in 2020. The median age was 38.6 years of age and just over 17% of the population had a bachelor’s degree or higher in 2022. At that time, almost half the population was part of the civilian labor force. ^{vii}



Image 3: Town of Roseboro Source: Town of Roseboro

Table 2 below outlines the income segments within a five-mile radius of Town Hall and a 20-minute drive from Town Hall.

	5-Mile Radius	20-Minute Drive Time
Median Household Income	\$50,505	\$57,655
Average Household Income	\$66,255	\$73,576
Highest Income Segment	\$50,000-\$74,999 (17.7%)	\$50,000-\$74,999 (17.7%)
% earning above \$50,000	49.50%	49.70%
% earning below \$50,000	50.40%	50.10%

Table 2 Income Earnings Source: US Census Claritas

Existing Plan Review

To complement and build upon subsequent community planning efforts, staff assembled and reviewed other relevant plans and documents. This review provides valuable insight and helps avoid duplication or contradictions of past planning proposals. The following documents were reviewed and considered during the CORE planning process.

Southeast Economic Development Commission’s Community Economic Development Strategy

Sampson County community is located within the Southeast Economic Development Commission’s (SEDC) Economic Development District (EDD). The SEDC EDD’s Comprehensive Economic Development Strategy (CEDS) indicates that Outdoor Recreation is an industry cluster for growth and development. Tourism was specifically cited as “a vital component of the regional economy”. SEDC’s CEDS plan also encourages leverage of regional advantages around cultural and natural heritage tourism, creation of ‘green infrastructure’ plans and maps, and advocate for multi-modal transportation for healthy activities.^{viii}



Roseboro Small Town Main Street Strategic Plan

As part of the NC Department of Commerce’s Main Street program, Roseboro is part of the Small Town Main Street (STMS) program. That program works closely with Town staff and a committee to stimulate economic growth through training and strategic planning. The Town’s Small Town Main Street Strategic Plan specifically targets the Mountains to the Sea Trail and the Town’s Heritage Trail as economic engines for the area. One of the Town’s goals is to “Embrace the Mountains to Sea Trail and Heritage Trail as part of Roseboro’s identity” and the objective is to “Improve the awareness of trail amenities”.



Planning Process

Local Work Group Establishment and Involvement

The makeup of the work group was discussed with Town staff. Members of the work group represented a wide swath of the community from the Sampson County Community College to private business owners to local volunteer groups. The work group actively participated in four meetings that were held from January 2024 to May 2024.

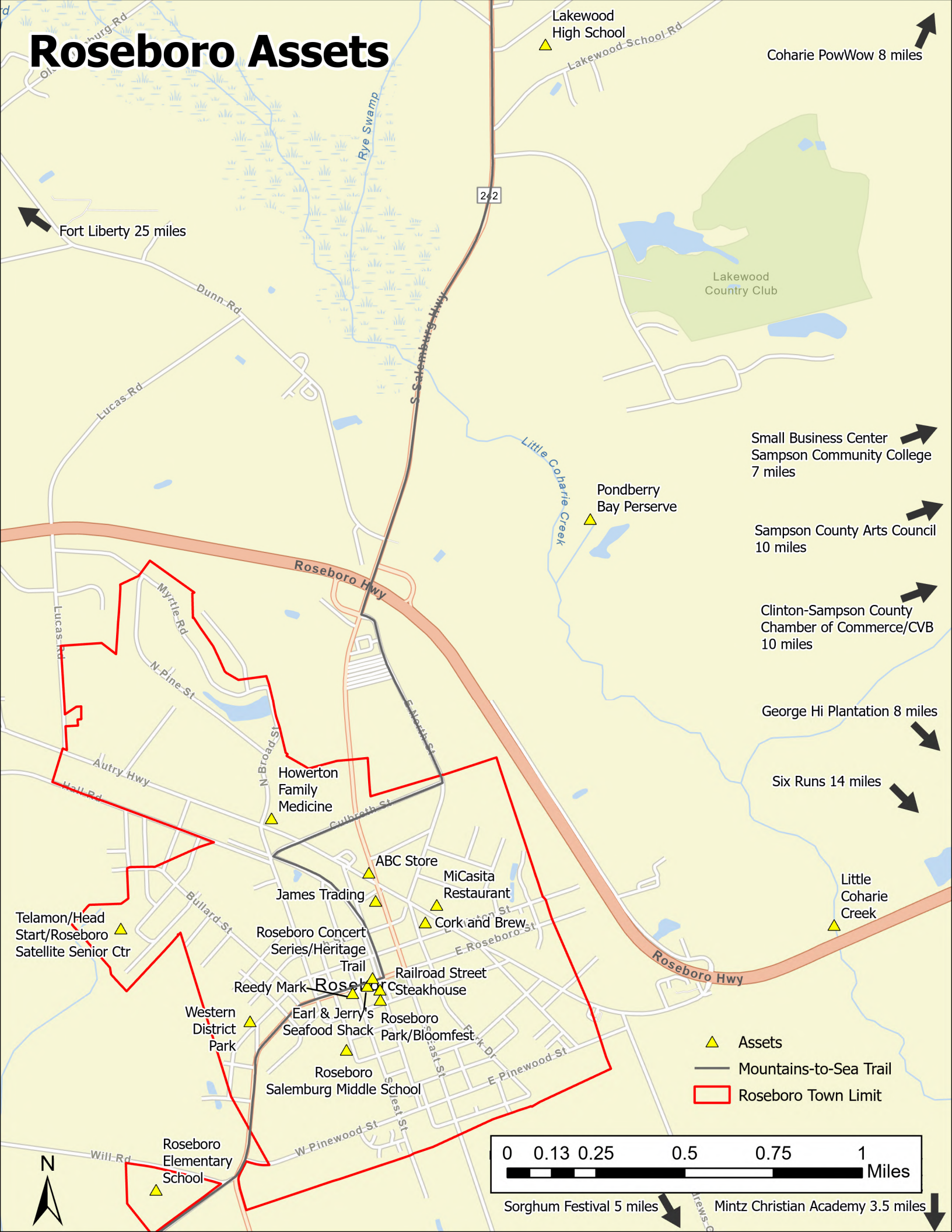
Some of the work group responsibilities were to vet information presented, partake in activities such as asset mapping, provide stakeholders to interview, and review the final Executive Summary and the Plan of Work. The work group provided sound guidance for the plan of work. The group also identified partners and resources to achieve the goals laid out in the plan of work.

Asset Mapping

To develop a sound plan of work and critically look at what is needed to develop the outdoor recreation economy in Roseboro, an inventory of assets needed to be completed by the work group. Assets, such as the county school system and the Mountains to the Sea Trail that cuts through the county, were among the many identified. The map below shows the assets. Using these assets, the work group began to amplify goals, strategies and actions to create a robust outdoor recreation economy.

The map below displays the assets based on the inventory. The map includes specific areas tied to the outdoor economy that were marked by the work group. The Town can use the assets identified to hone its support and assist with the growth of those assets.

Roseboro Assets



Fort Liberty 25 miles

Lakewood High School

Coharie PowWow 8 miles

Lakewood Country Club

Small Business Center
Sampson Community College
7 miles

Pondberry Bay Preserve

Sampson County Arts Council
10 miles

Clinton-Sampson County
Chamber of Commerce/CVB
10 miles

George Hi Plantation 8 miles

Six Runs 14 miles

Little Coharie Creek

Telamon/Head Start/Roseboro
Satellite Senior Ctr

Howerton Family
Medicine

ABC Store

MiCasita Restaurant

James Trading

Cork and Brew

Roseboro Concert Series/Héritage Trail

Railroad Street
Steakhouse

Reedy Mark

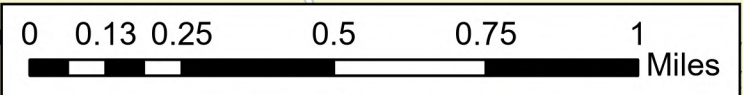
Earl & Jerry's Seafood Shack

Roseboro Park/Bloomfest

Roseboro
Salemburg Middle School

Roseboro Elementary School

- ▲ Assets
- Mountains-to-Sea Trail
- ▭ Roseboro Town Limit



Sorghum Festival 5 miles

Mintz Christian Academy 3.5 miles





Image 4: Town of Roseboro Source: Town of Roseboro

Public Engagement

To understand how the public views outdoor recreation, the work group provided stakeholders to interview. The stakeholder interviews provided great insight into Roseboro and the opportunities that exist for developing the outdoor recreation economy. The natural resources that are right there in Roseboro were noted in the interviews. The MST and the Heritage Trails were named as assets that attract people to Town, that could bring more people to Roseboro, and provide recreational opportunities for the citizens.

The STMS committee created a Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis. The work group added to the SWOT as well as the stakeholders. The results are in the appendix.

The strengths that were listed repeated the awareness of the MST and activities that exist in Roseboro. The weaknesses and threats identified reflected the challenge of a rural town with a small population –lack of ability to capitalize on opportunities, hospitality needs, and the need for better communication. Opportunities were Roseboro’s location which is very close to Fayetteville, Fort Liberty, and several major metropolitan areas. Another opportunity mentioned was the plan for MST expansion to Pondberry Bay Preserve, a North Carolina Department of Agriculture and Consumer Services’ plant conservation preserve^{ix}. Additional trail spurs and partnerships for outdoor recreation development were cited as well.

From this community engagement, key points for this report and the plan of work were noted.

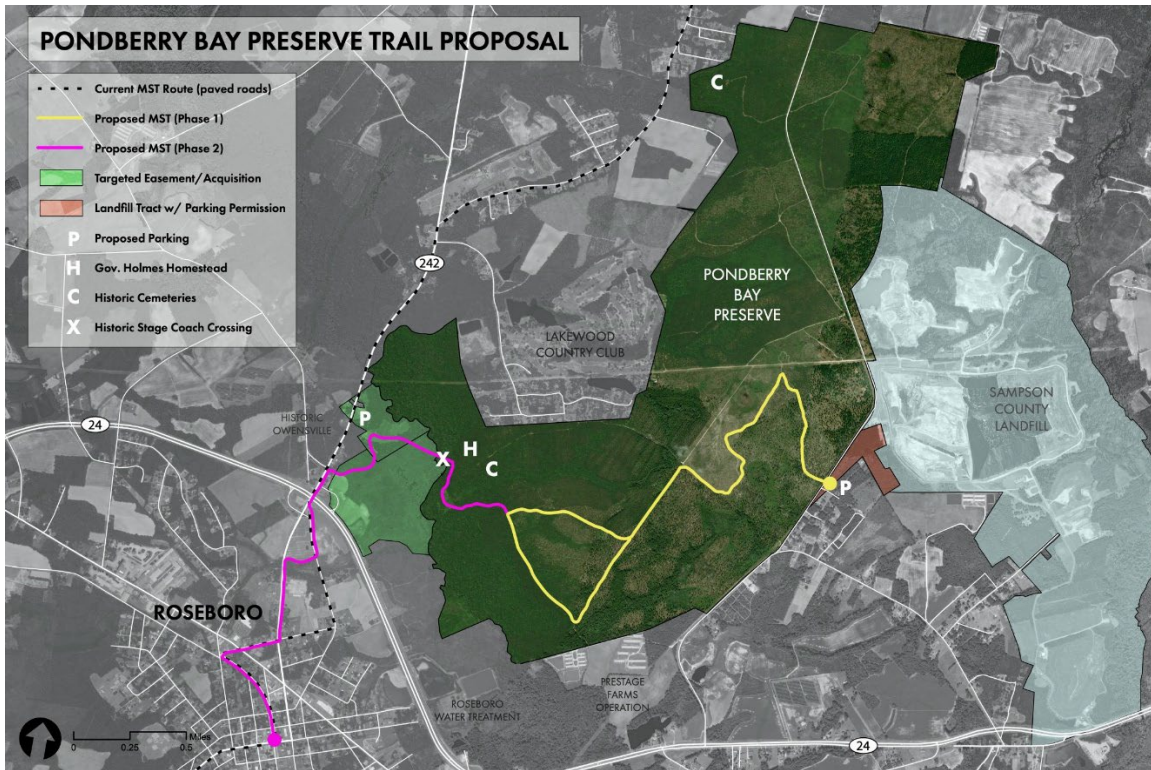


Figure 4 PONDERRY BAY PRESERVE TRAIL PROPOSAL Source: Ben Jones MTS NC

Economic Vision Statement Development

Over the course of work group meetings, the group developed an outdoor recreation economic vision statement. The work group felt strongly that this vision statement should be the same as the STMS vision statement. This vision statement will guide the work group, partners, and the plan of work in the incremental economic growth for outdoor recreation.

*Roseboro is a **destination on your journey** that is taking root and blooming with **social, cultural and outdoor experiences and unique dining and shopping.***

CORE Plan of Work Development

With the development of the vision statement, the work group created a strategic plan of work to pursue that vision over the next five years. This is an incremental economic development plan. The plan of work was created with the idea that this vision could be achieved by the work group, stakeholders and partners. Roseboro’s Plan of Work is directly tied to the STMS Strategic Plan with strategies, goals, objectives, actions, and tasks. All of this can lead to a strong outdoor recreation economy for Roseboro.

Specifically, the Plan of Work identified the following strategies and goals to pursue:

Strategy: Roseboro is a destination on your journey.

Strategy: Roseboro is blooming with social, cultural and outdoor experiences.

Strategy: Roseboro has unique dining and shopping.

Goal 1: Embrace the Mountains to the Sea Trail and the Heritage Trail as part of Roseboro’s heritage through marketing, events, and other activities.

Goal 2: Great experiences will bring people to Roseboro and provide community for its citizens.

Goal 3: Increase outdoor recreation businesses and services to draw people to Roseboro.



Image 5: Pondberry Bay Preserve Source: Town of Roseboro

CORE Strategic Plan Adoption

Plan Review and Adoption

The Roseboro Creating Outdoor Recreation Economies Executive Summary and Plan of work were presented to the Roseboro Town Council June 11, 2024 for adoption. The work group was present to support the plan of work and have committed to follow through with the tasks and actions.

Plan Implementation, Monitoring, and Evaluation

Roseboro will be responsible for monitoring, evaluation, and reporting accomplishments on the objectives of this plan to the Rural Economic Development Division.

Plan Implementation

A dedicated group is imperative for the success of this plan. A solid group can address the goals and objectives outlined in this plan as well as assist with attaining the potential economic impact of these strategies. The same work group that developed this plan can be tasked to advance the goals of this plan or another similar group that is representative of the community can be asked to take on this role.

The sustained presence of such a group builds ‘social capital’ within the group that improves their ability to work together and effectively address common goals. Furthermore, a dedicated group ensures continuity from the planning stage through implementation, provides accountability to ensure that objectives are being met, and allows the community to react and respond quickly when an opportunity is presented. This group should not, however, be the sole entity responsible for implementing all the goals of the plan. Instead, the group should function as a convener and point of contact to connect to other individuals, organizations, and resources to help the broader community achieve these goals. Maintaining a regular meeting schedule will also help increase the effectiveness of the group and the plan.

Monitoring and Evaluation

Regular monitoring and evaluation to review progress on the goals, objectives, and action steps in this plan will ensure it remains a viable, living document. This can be done via regular review sessions with the Town’s Strategic Planning team and other community stakeholders. REDD staff will periodically communicate and aid as needed to help advance the goals and document the outcomes of the plan. REDD will check back with the Town every six months to determine progress and identify needs and assistance.



Appendix

SWOT

Strengths	Weaknesses	Opportunities	Threats
Beautiful Historic Buildings	Lack of Volunteers and community participation	Pickleball	Vacant properties
Low Crime Rate	Public awareness	MST Expansion	Lack of momentum for outdoor rec and outdoor rec econ development
Open Space (Parks and Community Garden) for events/stage	Engagement	Put ins along waterways	Lack of awareness available resources - SBC, Chamber, Visitors Bureau
Pondberry Preserve - potential trail being developed for this year - 5 miles	Involvement of schools	Connecting recreational areas in towns - ability to walk from one to the other.	
MST spur being developed - connect trail from county park to Roseboro Elementary Sch - additional trail for town	Lack of diverse events	Spurs to connect to trails (MST) in other towns and parks	
Heritage Trail in Roseboro - 1.2 miles	Lack of lodging	Work with county to identify potential trails and connections to add to county and town websites.	
Downtown application for historic designation in the works	Reliance on Facebook only for raising awareness of events/activities	Lodging - AirBnB, short term rentals, B&B	
Brochure available online for trails, historic markers, etc.	No solid business recruitment package focussed on outdoor rec	Continue to develop partnerships and relationships to support outdoor rec development	
Existing events - Bloomfest, Christmas parade, Xmas tree lighting, concert series			
Town support is there for addressing outdoor rec needs of citizens - i.e. sidewalks added where needed for safe walking			

ⁱ VisitNC Economic Impacts Studies:

<https://partners.visitnc.com/contents/sdownload/73486/file/2022+County+Level+Visitor+Expenditures.pdf>

ⁱⁱ Outdoor Industry Association. 2022 Outdoor Participation Trends Report.

<https://outdoorindustry.org/resource/2022-outdoor-participation-trends-report/>

ⁱⁱⁱ The Citizen-Times. North Carolina outdoor recreation is a \$28 billion industry, poised for further growth. October 11th, 2019. <https://www.citizen-times.com/story/news/2019/10/11/outdoor-economy-conference-asheville-highlights-28-billion-industry/3923846002/>

^{iv} Headwaters Economics. Recreation Counties Attracting New Residents and Higher Incomes.

<https://headwaterseconomics.org/economic-development/trends-performance/recreation-counties-attract/>

^v Outdoor Foundation. 2022 Outdoor Participation Trends Report. <https://outdoorindustry.org/wp-content/uploads/2023/03/2022-Outdoor-Participation-Trends-Report.pdf>

^{vi} Town of Roseboro: <https://www.roseboronc.com/about-roseboro/page/history-roseboro>

^{vii} US Census: https://data.census.gov/profile/Roseboro_town,_North_Carolina?g=160XX00US3757800

^{viii} Southeastern Economic Development Commission Comprehensive Economic Development Strategy 2022-2027:

https://nmcdn.io/e186d21f8c7946a19faed23c3da2f0da/ae7e997d2b734c79be580e29ef3abfa6/files/SEDC-CEDS-2022-2027_final.pdf

^{ix} NC Department of Cultural and Natural Resources Division of Parks and Recreation MST Five Year Plan 2022-2027:

<https://trails.nc.gov/documents/ctp-five-year-plans-mountains-sea-state-trail-state-trail>

Roseboro CORE Plan of Work 2024-2029

Vision Statement:

Roseboro is a **destination on your journey** that is taking root and blooming with **social, cultural and outdoor experiences** and **unique dining and shopping**.

Strategy: Roseboro is a destination on your journey.

Goal 1: Embrace the Mountains to the Sea Trail and the Heritage Trail as part of Roseboro’s heritage.

Objective 1.1:

Improve awareness of the trails and amenities in Roseboro and the region.

Action 1.1

Engage new and existing partners, groups and citizens to generate excitement, support and use of trails.

Tasks	Responsibility	In-House- Outsource	Cost / Time	Partners / Assistance
Engage more partners to identify additional support for MST and the Roseboro Heritage trail. <ul style="list-style-type: none"> a. Stakeholders Meeting in June b. Promote and continue “scheduled walks” around Heritage Trail 	CORE Work Group	In House	No cost December 2024	Sampson County CVB Clinton-Sampson Chamber of Commerce NC Cooperative Extension Sampson Sampson Arts Council Friends of the Waterway Coharie Tribe

				County and city Parks and Rec Depts. Sampson Co School System Roseboro Satellite Senior Center
Seek Cumberland/Sampson County media coverage of the 2 trails in Roseboro. a. Develop list of media and contacts – Fayetteville Observer, Sampson Independent, the Sampson Weekly, NC Weekend, PBS, community Facebook pages. b. Create TV commercial for Roseboro to broadcast on STAR Cable. c. Build itineraries to provide information and ideas to media.	Town Staff Friends of MST CORE Work Group	In House	\$\$ Fall 2024	Sampson Co CVB
Raise awareness of Pondberry Preserve spur and other spurs	CORE Work Group Friends of MST	In House	Summer 2029	Sampson Co School System Mintz Christian School.

Strategy: Roseboro is a destination on your journey.

Goal 1: Embrace the Mountains to the Sea Trail and the Heritage Trail as part of Roseboro’s heritage.

Objective 1.1:

Improve awareness of trails and outdoor recreation opportunities in Roseboro and the region.

Action 1.2:

Develop partnerships and relationships to support outdoor recreation.

Tasks	Responsibility	In-House- Outsource	Cost / Time	Partners / Assistance
Continue to partner with NC Extension Sampson County to promote town events to on Visit NCFarms app.	Town staff	In house	Ongoing	NC Extension Sampson Sampson Co CVB
Host a trail event quarterly with a different Stakeholder/partners. – Friends of the MST, Sampson CVB, Coharie Tribal Center, Sampson SBC, Western Sampson Chamber.	Town staff CORE Work Group STMS Roseboro Committees	In house	\$ By August 2024 and ongoing	Friends of MST Sampson CVB Coharie Tribe Sampson CC SBC
Expand social media presence and other avenues for announcements and events with town, trails and partners.	CORE Work Group Town Staff	In House	\$ By September 2024 and ongoing	Sampson CVB Sampson EDC

Strategy: Social, cultural and outdoor experiences

Goal 2: Great experiences will bring people to Roseboro and provide community for its citizens.

Objective 2.1:

MST and Heritage Trails will be attractive to users and provide excellent outdoor experiences for 100 new users by 2026.

Action 2.1.

Improve trail spurs to reach schools, Pondberry Preserve, MST, and other recreational areas.

Tasks	Responsibility	In-House- Outsource	Cost / Time	Partners / Assistance
Explore funding options	CVB CORE Work Group Mid Carolina COG	In House	None By December 2024 and ongoing	Friends of MST NC Extension Sampson NC Commerce- MSRP
Consider partnerships and stakeholders for grant applications to improve trails and spurs – in kind matches, letters of support, joint grant applications.	Town Staff CORE Work Group Friend of MST Mid Carolina COG	In House	\$ By January 2025 and ongoing	Sampson County CVB Western Sampson Chamber of Commerce NC Cooperative Extension Sampson Sampson Arts Council Friends of the Waterway Coharie Tribe County and city Parks and Rec Depts. Sampson Co School System
Investigate ADA and adaptive modifications and uses for trails.	Town Staff CORE Work Group	In House – potentially move to outsource to commence	\$\$ By June 2026	Mid Carolina COG Roseboro Satellite Senior Center
Develop program to encourage beautification along trails – first focus on Heritage Trail. Improve decorative crosswalks including: a. Repair/reinvigorate current decorative crosswalk.	Town Staff CORE Work Group	In House	By January 2026 and ongoing	Sampson School System – community service – including FFA and horticulture classes. Tarheel Challenge -community service

<ul style="list-style-type: none"> b. Create decorative crosswalks at five different locations throughout town. c. Tie the theme of these improvements in with the Heritage Trail d. Encourage and work with property owners around the Heritage Trail to keep up their yards and sidewalks. 				<p>Scouting</p> <p>Extension Master Gardeners</p> <p>Mid Carolina COG</p> <p>NC Forest Service Sampson County</p> <p>NC Wildlife Resources Commission</p>
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<p>Strategy: Social, cultural and outdoor experiences</p> <p>Goal 2: Great experiences will bring people to Roseboro and provide community for its citizens.</p> <p>Objective 2.2: Outdoor recreation activities and programs will bring traffic to Roseboro.</p> <p>Action 2.2: Develop new programming that can be linked to trails to involve different user groups and meet trends.</p>				
Tasks	Responsibility	In-House- Outsource	Cost / Time	Partners / Assistance
<p>Develop programming to draw visitors, as well as citizens, by incorporating new activities that use the trails such as competitive events (running and cycling competitions) and social gatherings (food truck rodeos or music and art events).</p>	<p>Town Staff</p> <p>CORE Work Group</p> <p>CVB</p>	<p>In House</p>	<p>\$</p> <p>By June 2027 and on going</p>	<p>Town and County Parks and Rec Depts.</p> <p>Sampson Co YMCA</p> <p>Sampson Community College</p> <p>CycleNC</p>
<p>Tie programming into existing events.</p> <ul style="list-style-type: none"> a. Make and maintain contact/communication 	<p>CORE Work Group</p>	<p>In House</p>	<p>\$</p>	<p>STMS Roseboro</p> <p>Sampson Annual Ag Day</p>

<p>with the CycleNC organization to ensure they don't bypass Roseboro. Intentionally address the needs of the cyclists as they pass through Roseboro and "roll out the welcome mat" so that they continue using Roseboro as a stopping point in coming years.</p> <p>b. Bloomfest can also connect visitors with MST and Heritage Trails during the event. Explore a 5K or walking tour of town during the festival.</p>	Sampson CVB		By June 2026 and ongoing	Bloomfest Committee
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<p>Strategy: Unique dining and shopping for outdoor recreation enthusiasts.</p> <p>Goal 3:</p> <p>Increase outdoor recreation businesses and services to draw people to Roseboro.</p>				
<p>Objective 3:</p> <p>Supporting and expanding new and existing businesses in outdoor recreation will contribute to Roseboro's economy.</p>				
<p>Action 3.1.</p> <p>Recruit and support outdoor recreation businesses and ancillary services that answer the needs of outdoor recreation enthusiasts.</p>				
Tasks	Responsibility	In-House- Outsource	Cost / Time	Partners / Assistance
Work with existing businesses to expand small offerings for MST hikers, bikers, and others using trails in town – Food, drinks, rehydration packs?	CORE Work Group		\$	Friends of MST

	Western Sampson Chamber		By December 2026	
Research traditional and alternative lodging options for downtown Roseboro and along Hwy 24 Bypass.	Town Staff CORE Work Group Western Sampson Chamber	Outsource	\$\$\$ By December 2024	NC Commerce MSRP Sampson County Convention & Visitors Bureau