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| **Downtown Roseboro Economic Development Implementation Plan –2023-2026** | | | | | | | |
| **Economic Positioning Statement/Vision in 2024:** Downtown Roseboro is a **destination on your journey** with **social and cultural experiences** and **unique dining and shopping.** | | | | | | | |
| **Mission:** Roseboro Small Town Main Street is dedicated to preserving, supporting, and promoting economic growth and community vitality for merchants, property owners and citizens. | | | | | | | |
| **Implementation Strategy:** Downtown Roseboro is a designated Small Town NC Main Street community. The Town of Roseboro is charged with the administration of the program at the local level. The agency uses the Main Street America ™ model of establishing economic development strategies and applying the Main Street Four-Point Approach® to downtown revitalization: Economic Vitality, Design, Promotion and Organization to implement a plan that achieves measurable results. | | | | | | | |
| **DOWNTOWN ECONOMIC DEVELOPMENT STRATEGIES** | **ECONOMIC VITALITY** | **DESIGN** | **PROMOTION** | | | **ORGANIZATION** |
| Strategy**: Destination on your Journey**  Goal: Embrace the Mountains to Sea Trail and Heritage Trail as part of Roseboro’s identity.  Objectives: Improve the awareness of trail amenities | Action:   1. Evaluate MST advertisement piece for all Roseboro businesses by mid-2024. 2. Encourage local merchants to promote MST and Roseboro Heritage Trail. 3. Engage more partners, like the CVB and Western-Sampson Chamber of Commerce by June 2024 to identify additional support for MST and the Roseboro Heritage trail. | Action:   1. Include MST and Heritage trail signage in prominent downtown locations by the end of 2024. 2. Include Hometown Strong, Mountains to Sea and Roseboro logos in pre-event publicity. | Action:   1. Kick off the 2024 summer season with promotion of the trails.  * Seek Cumberland/Sampson County media coverage of the 2 trails in Roseboro by Summer of 2024. * Promote Hometown Strong via social media and pre-event publicity by issuing press releases detailing MTS event elements. * Promote trail opportunities on the alleyway bulletin board. | | | Action:   1. Include the Mountains to Sea trail description on the Town website by February 2024: *The Mountains to Sea Trail (MTS) is a simple footpath stretching almost 1,200 miles across NC from Clingman’s Dome in the Great Smoky Mountains to Jockey’s Ridge on the Outer Banks. The MTS trail runs through Downtown Roseboro.* 2. Include information on the Heritage Trail on the town website by February 2024. 3. Partner with Hometown Strong on a Summer 2024 event to highlight the MTS trail. 4. Partner with Friends of MTS to be aware of opportunities and events hosted by MST. 5. Contact Golden Leaf Foundation and other grant funding options, to see availability for a grant to make W Roseboro Street more pedestrian friendly, including sidewalk and streetscape design by February 2025. |
| Strategy: **Social and Cultural experiences**  Goal: Complete the concert and pocket park projects.  Goal: Facilitate BloomFest event.  Objective: Obtain funding and develop concert and pocket park plans and on-going concert series.  Objective: | Action:   1. Develop sponsorship plan to solicit area industries and healthcare institutions to support park development by June 2024. 2. Seek special incentives for concert attendees from area restaurants and retail. 3. Engage county resources like CVB and the Arts Council for volunteers and also funding opportunities. 4. Expand sponsorship program for BloomFest. 5. Engage local businesses and County resources to promote BloomFest. | Action:   1. Develop a design for the alleyway and park. 2. Include park and alleyway renderings in all fundraising efforts to help potential contributors envision the park finished design. 3. Complete stage rendering and cost acquisition process by March of 2024. 4. Define and implement parking opportunities for all events. 5. Place an event banner in a prominent highway location. 6. Evaluate festival layout for enhanced vendor and activities. 7. Create a parking plan and increase signage. | Action:   1. Promote the park development campaign and concert series via the Towns website and social media. 2. Engage surrounding counties to increase footprint of promotion. 3. Utilize all Town platforms on a regular basis. | Action:   1. Obtain at least 50% of necessary park funding by the end of 2025. 2. Partner with Town public works department and volunteers to assist with park event management. 3. Recruit more volunteers to support BloomFest and other events. 4. Organize Friday night BloomFest kick-off. | | |
| Strategy: **Unique dining and shopping**  Goal: Create destination shopping and restaurant locations in Downtown Roseboro.  Objective: Increase shopping and restaurant offerings. | Action:   1. Continue façade grant and consider other incentive grants for new businesses. (on-going) 2. Assist the Town in promoting RTG-funded property in order to connect with a potential buyer by the conclusion of construction phase. 3. Support newly appointed property owners to reopen. 4. Pursue recruitment of brewery to locate in one of the available properties with a goal of having one open by the end of 2025. 5. Create and implement a vacant building ordinance, partner with the Town for enforcement. | Action:   1. Work with vacant property owners to create beautification efforts for empty storefronts. Work with property owners also to use available window space to promote upcoming events. 2. Promote Roseboro incentives on the Town website to entice a buyer. (on-going) Create a special flyer with an aerial view of the concert park, proposed pocket park and coming businesses to show vitality within the downtown area by mid-2024) 3. Alleyway project: Create a bulletin board to promote availability and marketing for current businesses. 4. Include listings/renderings of downtown projects in downtown businesses to illustrate current and projected growth by end of 2024. 5. Restore Downtown planters.  * Explore local businesses adopting the planters for upkeep. | Action:   1. Meet with Duplin-Sampson County realtor’s association to promote downtown properties by May 2024. 2. Promote the property as soon as it is available for sale. List property on available properties on Discover Roseboro (Facebook) area realtor sites and Loopnet. (on-going.) 3. Offer to provide marketing support to developer’s properties via social media and on Discover Roseboro (Facebook) on an on-going basis. 4. Publicize what to do in Roseboro on a Friday night. Create a 30 sec video each season of the new things offered. | | Action:   1. Continue pursuing a National Register District to incentivize building rehabilitation by December 2024. 2. Finalize vacant property ordinance to improve conditions of vacant buildings by April 2024. 3. Complete the Rural Transformation Grant-funded building rehabilitation by October 2024. 4. Cultivate a working relationship with property owners and Town staff to learn, support, and share resources for these projects. (on-going) 5. Address parking: have a plan drawn up of the space opportunities. | |