

Everyone is invited to attend the Small Town Main Street meetings. Check the calendar, for the date and time; it is usually the second Monday of each month at 4:30 pm. We meet at the Town Hall and need your input.

The Town of Roseboro is a North Carolina Small Town Main Street community, designated by the N.C. Department of Commerce Main Street & Rural Planning Center. Roseboro Small Town Main Street is charged with administering the program at the local level and building public-private partnerships to spur economic development that achieves measurable results such as investment, business growth, and job creation.

In 2008, Roseboro became a “Designated NC Small Town Main Street Communities” by the Governor and the Secretary of Commerce. Roseboro entered the NC Small Town Economic Prosperity program in June 2012 and began working with an NC STEP coach to create a long-term economic development strategic plan and implementation strategy for the town. Both of these programs are intertwined and have helped in the economic growth of Roseboro. In January of 2016, the two programs were combined to work toward their common goals.

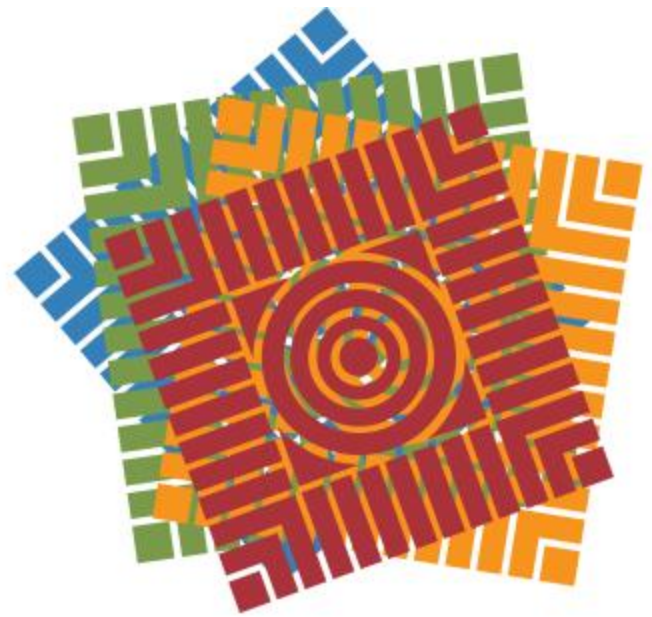
## **Mission Statement:**

Roseboro Small Town Main Street is dedicated to preserving, supporting, and promoting economic growth and community vitality for merchants, property owners, and citizens.

## **Vision Statement:**

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

**The committee has three subcommittees. They are:**



*North Carolina*  
**SMALL TOWN MAIN STREET**  
*Community*

1. Promotions - Reestablishing downtown as a compelling place for shoppers, investors, and visitors. This means not only improving sales but also rekindling community excitement and involvement. Promotion ranges from street festivals to retail merchandising, from community education to marketing and public relations.
2. Design - Enhancing the visual quality of downtown. Attention is given to the downtown environment elements - not just buildings and storefronts but also public improvements, rear entries, signs, landscaping, window displays, and graphic materials.
3. Economic Restructuring - Strengthening the existing economic assets of the business district while diversifying its economic base. Activities include conducting market analysis to understand the changing marketplace, adapting vacant buildings that have outlived their original purposes for use as entertainment or cultural facilities, and sharpening the competitiveness of Main Street's traditional merchants.

## Members

[Randi Kelly](#)

Chairperson

## Downtown Roseboro Strategic Plan

[Downtown Roseboro Strategic Plan 2023-2026.docx](#) 726.17 KB

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