

## **Executive Summary**

### **Town of Bayboro, NC STEP Program**

Bayboro entered the STEP program in June 2008, and began working with an NC STEP coach to create a long term economic development strategic plan and implementation strategy for the town, its neighboring towns and Pamlico County. The plan's goals are to create conditions and activities that will ultimately result in job and wealth creation, improved standard of living and quality of life for the community's residents, and additional public and private investments into the town and county. The planning process spanned approximately 15 months, and included neighboring towns and Pamlico County.

After drafting a common vision statement, the STEP Leadership Team, comprised of a cross section of Pamlico County citizens, developed its plan focusing on four broad strategies with multiple projects under each strategy. As participants in the STEP program, the community also receives up to \$30,000 in planning funds (~\$17,000 remaining) and up to \$100,000 to implement its initial projects. The STEP planning process emphasizes the development of citizen leaders who will have the skills necessary to improve the community's health and vibrancy and to bring more knowledge and know-how to overcome barriers and increase the community's ability to grow and prosper.

The Rural Center allows a STEP community a year to a maximum of a year and a half to complete its projects. The following lists the strategies and respective projects:

#### **STRATEGY #1: Develop a Comprehensive Business Development Strategy:**

- Identify and validate up to three Core Business Capabilities (\$5,700 - planning)
- Create support networks to provide direct, customized assistance to entrepreneurs (\$23,500)
- Incorporate NC REAL Curriculum into the Pamlico County Educational Curriculum (\$12,725)

#### **STRATEGY #2: Attract Families Whose Breadwinners Commute to Work**

- Beautification by installing Street Lights and Plantings
- Each town may design and install a consistent Welcome Sign

#### **STRATEGY #3: Attract Retirees**

- Complete a county-wide senior friendly community assessment (\$5,500)

#### **STRATEGY #4: Attract Tourists**

- "Amenities Inventory" -- Identify and validate points of interest and available amenities within Pamlico County (\$13,500)
- Town of Bayboro Waterfront Development Phase I (PARTF match \$28,500)
- Hotel Complex Feasibility Study (\$8,500 - planning)
- Farmers Market/Pavilion (\$25,500 match)
- Web site