



DALLAS

CREATING OUTDOOR RECREATION ECONOMIES

STRATEGIC PLAN

2025-2030



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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 are 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.



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Executive Summary

Through CORE, the Town of Dallas collaborated with the N.C. Department of Commerce, Rural Economic Development Division staff members and local stakeholders through 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 gear manufacturing industries. The planning process was tailored to meet the specific needs, goals, and opportunities that local stakeholders identified.

The plan proposes strategies, goals, objectives, and actions that communities can take to increase economic vitality by leveraging outdoor recreation. For the purposes of this strategic planning program 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. Furthermore, other community assets and economic institutions that benefit from or complement the outdoor recreation economy are addressed in the plan.

The plan makes a total of 48 recommendations for objectives and actions under 3 priority areas. These priority areas, identified by the local work group, include:

1. **Outdoor Infrastructure:** *Improve and take advantage of existing and future tourism and recreation amenities to enhance quality of life for everyone.*
2. **Communication & Activation:** *Promote and educate residents and visitors about available and potential recreation amenities and environmental stewardship.*
3. **Economic Impacts & Business Support:** *Utilize the community's outdoor assets to improve the downtown, local and regional economies.*

These recommendations should serve as guideposts for the Town of Dallas as it considers future development efforts and should work in collaboration with other planning efforts undertaken by the county and related jurisdictions.

Background

There is a long tradition of outdoor recreation in North Carolina. From the mountains to the coast and everywhere in between 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.

Continued growth in participation leads to the opportunity for the increased economic impact of outdoor recreation, particularly in rural areas where many of the state's outdoor recreation assets are located. Also, there is 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 to have an opportunity to benefit economically from outdoor recreation. These factors, combined with other on-going outdoor recreation initiatives across the state, make it an ideal time to think critically about how this sector can continue to be leveraged to benefit local economies.

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, as well as many supporting activities such as construction, travel and tourism, accommodation and food service, and many more.

According to the U.S. Department of Commerce Bureau of Economic Analysis' Outdoor Recreation Satellite Account, nationwide, in 2023, the outdoor recreation economy represented \$639.5 billion in current-dollar gross domestic product (GDP), or 2.3 percent of the United States' total GDP. "Inflation-adjusted ("real") GDP for the outdoor recreation economy increased 3.6 percent in 2023, compared with a 2.9 percent increase for the overall U.S. economy, reflecting a deceleration from the increase in outdoor recreation of 10.2 percent in 2022. Real gross output for the outdoor recreation economy increased 3.2 percent, while outdoor recreation compensation increased 9.0 percent, and employment increased 3.3 percent." Overall employment in the outdoor recreation industry increased in 49 out of 50 states during 2023.

At the state level, outdoor recreation contributed \$16.1 billion in total value-added economic impact to North Carolina's GDP. North Carolina ranked as the 11th highest state nationally in "Total outdoor recreation value added of current-dollar gross domestic product" in 2023. This included employment for over 145,000 individuals that resulted in over \$7.7 billion in total compensation. Employment in key industries within the outdoor recreation sector includes 6,930 in manufacturing, 52,439 in retail, 30,082 in accommodation and food service, and over 29,917 in arts, entertainment, and recreation.ⁱ

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 20.1 million visitors to North Carolina state parks in 2023. This is a 4% increase, representing more than 755,000 visitors, from 2022^{iv}. 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 with to travel long distances.^{v vi}

Existing Plans Review

Parks and Recreation Comprehensive Master Plan

The Town of Dallas included funds in the 2024-25 general operating budget to complete a recreation master plan. The Town is currently in the process of submitting a request for proposals to qualified consulting companies to complete the plan. Once proposals are received, town staff will utilize a comprehensive review process to make a recommendation to the Board of Aldermen on which company should be selected to complete the plan. The Board of Aldermen will award the contract at an official regularly scheduled meeting. If the plan is not completed by June 30 of 2025, the town will include funds in the fiscal year 2025-26 general operating budget to complete the project. Town staff will work with the selected company to review all existing property, equipment, programs, etc., to make recommendations in the new plan. Citizen surveys will also be conducted as feedback from the community is a critical component of the plan.

Setting

The Town of Dallas, population 6367, is the oldest incorporated town in Gaston County. It served as the original county seat from 1846 until 1911. The beautifully renovated old Gaston Courthouse still stands in the main square of the town, and serves a useful purpose for municipal offices, and the official meeting location for the Dallas Board of Aldermen. The building also serves as a public banquet, meeting, and gathering spot for private rental for the Dallas community.

Dallas is located approximately four miles north of the current Gaston County seat, the City of Gastonia, 24 miles west of Charlotte, and Hickory is 34 miles to the north. The Charlotte Douglas Airport is located approximately 18 miles from the Town of Dallas. Major roadways near Dallas include Highway 321, Interstate 85 approximately three miles south, and Interstate 40 approximately 32 miles to the north.

The Town of Dallas official population per the 2020 census was 5947. The estimated population for 2024 is approximately 6400. The current population is 57.7% white, 22.1% black, and slightly over 15% Hispanic or other origin. The current median household income is \$64,565, while average household income is \$89,116.

2024 information from Environmental Systems Research Institute (ESRI) shows that spending in Dallas for exercise equipment and gear, bicycles, camping equipment, hunting and fishing equipment, and winter and water sports equipment is lower than the national average, which could be a positive indicator for a Dallas business to supply this type of merchandise.

Planning Process

Under the REDD, MS&RP Center staff facilitates the CORE strategic planning process with participation from the local government and an established local work group. This work group is comprised of individuals who have a vested interest in leveraging outdoor recreation to enhance economic development. The planning process employs established planning methods including presenting economic and associated data, asset mapping, economic driver identification, SWOT analysis, business questionnaires, local work group discussions, and more. The planning process was tailored to meet the specific needs, goals, and opportunities that local stakeholders identified.

Situational Analysis

Prior to beginning the planning process, MS&RP Center staff reviewed demographic and market data sources available to NC Commerce. Staff also reviewed sports and leisure market potential and recreation expenditure data. These sources were used to influence the final recommendations of this report.

Local Work Group Establishment and Involvement

Prior to the first project meeting, the Dallas CORE work group was asked to complete the Primary Planning Group Initial Questionnaire. This survey was designed by the NC MS&RP Center team to identify the priorities and opinions of the local work group. Results of the survey were shared at the first meeting to encourage and guide the initial discussion.

Beginning in August 2024, NC MS&RP Center staff met with the Dallas CORE work group for a series of discussion sessions which included topics on local outdoor recreation assets and experiences, small business and entrepreneurship, and the outdoor industry. The work group was made up of individuals representing multiple departments within the Town of Dallas government, the Dallas Mayor, Dallas outdoor enthusiasts, local educators, outdoor recreation business entrepreneurs, and foundations.

A full outline of the work group meetings can be seen in the table below.

Meeting Date	Topic(s)
August 9, 2024	Meeting #1: <ul style="list-style-type: none">• Overview of the CORE process• Introduction of Workgroup Members• Defining Outdoor Recreation and the OR Economy• Review of Work Group Survey• Update on Current Town of Dallas Projects

September 20, 2024	Meeting #2: <ul style="list-style-type: none"> • Developing an Itinerary • Review of Community Survey Results • Asset Identification Exercise
November 1, 2024	Meeting #3: <ul style="list-style-type: none"> • Vision/Economic Positioning Statement Discussion • Summary of Workgroup and Citizen Surveys • Developing Goals, Objectives, and Actions for Work Plan • Asset Map Identification
December 6, 2024	Meeting #4: <ul style="list-style-type: none"> • Review of Objectives and Actions for the Work Plan • Vision Statement Exercise • Discuss Timeline for Completion
January 17, 2025	Meeting #5: <ul style="list-style-type: none"> • Review Final Draft of Vision Statement • Review Dallas Recreation Spending Profile • Review Final Draft of Goals, Objectives, and Actions

Asset Mapping

During the third work group meeting, staff facilitated an asset mapping exercise to identify key outdoor recreation and related business assets in the community. Following the exercise, MS&RP Center GIS staff created a map of these assets to assist in the planning process. The maps were then shared with the work group and refined throughout the process to ensure accuracy and to provide a geographic visualization of potential project areas.

This map can be found in the appendices of this document.

Public Engagement

A community-wide survey was conducted as a part of the planning process to gauge community interest in outdoor recreation, opinions of existing and potential outdoor and business assets, economic impacts of outdoor recreation, and local opinions of tourism and community development. The results of this survey were summarized and shared with the local work group at their second meeting and influenced the recommendations in this plan.

A summary of both the community and work group survey can be found in the appendices of this document.

Vision Statement Development

At the fourth meeting, the local work group was tasked with identifying an overarching vision for this project that would then help to define the goals, objectives, and actions of the final work plan. The group shared their ideas which were later crafted into a formal statement and

shared for additional feedback at later meetings. The final Vision Statement agreed upon by the work group is shared later in this document.

CORE Strategic Plan Development & Adoption

Building on the Vision Statement, the work group identified three primary focus areas with associated goals, objectives, and actions to be taken to continue moving the outdoor economy in the Town of Dallas forward.

A draft of this document was produced in March of 2025 and shared with Dallas staff and work group members for review and comment. Following review, the Dallas Board of Aldermen adopted the plan on April 8th, 2025.



Plan Implementation, Monitoring, and Evaluation

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

Plan Implementation

Maintaining a dedicated group to follow through after the planning process to begin addressing goals and objectives outlined in this plan is critical to attaining the potential economic impact of these strategies. This could be the same work group that helped develop this plan, or another similar group that is representative of the community and can advance the goals of this plan. 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 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. But this group should not 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, via regular review sessions with the Strategic Planning team and other community stakeholders, is critical to ensuring it remains a viable, living document. REDD staff will periodically communicate and provide assistance as needed to help advance the goals and document the outcomes of the plan.

Vision Statement

At the heart of Gaston County, historic Dallas offers a unique blend of opportunity and small-town charm. This accessible, family-friendly community is a central location connecting to outdoor recreation and exploration. Just a short drive from Charlotte, Gastonia and Hickory, Dallas is transforming into a regional hub with dynamic downtown experiences, with its historic Town Square at the center of it all. With activities and amenities designed for all ages and abilities, Dallas provides a welcoming environment where families can thrive, traditions are celebrated, and the essence of nature, culture, and wellness come together.



Plan Analysis & Recommendations

Outdoor Infrastructure

Goal 1: *Improve and take advantage of existing and future tourism and recreation amenities to enhance quality of life for everyone.*

Objective 1.1: Explore connecting Dallas to improve access for residents to outdoor recreational areas.

Action 1.1.1: Secure professional services to identify the most efficient and financially feasible methods of access.

Action 1.1.2: Obtain cost estimates, and explore funding options, including potential state and federal grants. Secure funding for existing CMAQ grant to connect Gaston College to downtown Dallas.

Action 1.1.3: Have potential route surveyed and appraised, then begin the process of acquiring land to create a greenway system that connects both sides of Dallas.

Objective 1.2: Pursue plans to construct a Dallas recreation facility in a centralized location.

Action 1.2.1: Explore potential available vacant sites and buildings that would be ideally located for a Dallas all-purpose recreation facility.

Action 1.2.2: Have staff begin the process of identifying key features and recreational components of facility. Visit other facilities for ideas.

Action 1.2.3: Explore funding options, including state and federal grants (PARTF).

Objective 1.3: Develop and implement a sidewalk maintenance plan that emphasizes pedestrian safety.

Action 1.3.1: Utilize town staff to routinely inspect and identify areas needed for sidewalk repair and maintenance.

Action 1.3.2: Include funds in the annual operating budget for sidewalk repair and maintenance.

Action 1.3.3: Hold community meetings and conduct citizen surveys to gather ideas on where pedestrian crosswalks and lighting are most needed.

Action 1.3.4: Work with the local NC Department of Transportation on appropriate placings and signage for pedestrian crossings.

Objective 1.4: Include funds for outdoor parks and recreation facility updates and maintenance in annual operating budget.

Action 1.4.1: Utilize staff to inspect all town-owned parks/facilities on at least an annual basis and prioritize areas of greatest need for upgrades and improvements.

Action 1.4.2: Include in annual operating budget funds for upgrades to town owned parks and recreation facilities, such as restrooms at Cloninger Park, basketball and tennis courts.

Objective 1.5: Utilizing the updated Recreation Master Plan as a guide, include in annual capital outlay plan funds for new recreation opportunities, such as skatepark, outside pickleball courts, basketball courts, etc.

Action 1.5.1: Reference newly adopted recreation master plan to identify recreation related capital needs, based on citizen input.

Action 1.5.2: Develop cost projections for capital projects and explore financing options.

Action 1.5.3: Town of Dallas staff and recreation advisory board work with governing body to include projects in capital outlay plan and annual operating budget.

Communication and Activation

Goal 2: Promote and educate residents and visitors about available and potential recreation amenities and environmental stewardship.

Objective 2.1: Re-activate the Dallas Recreation Advisory Board.

Action 2.1.1: Make a formal request to the Dallas Board of Aldermen that the Dallas Recreation Advisory Board be re-activated, and members be appointed.

Action 2.1.2: Develop bylaws and have staff provide administrative support.

Action 2.1.3: Recruit CORE workgroup members to serve on the Advisory Board.

Objective 2.2: Complete the Town of Dallas Recreation comprehensive master plan included in the 2024-25 or 2025-26 fiscal year budget.

Action 2.2.1: Solicit proposals and award contract to complete Dallas Recreation master plan.

Action 2.2.2: Town of Dallas staff and advisory board work with Dallas Board of Aldermen to prioritize objectives of master plan.

Objective 2.3: Develop a comprehensive branding and marketing plan that highlights Dallas's unique recreational assets.

Action 2.3.1: Use social media and the town website to showcase Dallas's parks, trails, unique outdoor assets, and outdoor events with photos, maps and stories.

Action 2.3.2: Tie in local marketing efforts with state and regional trail branding and marketing strategies such as Year of the Trail/Great Trails State, etc.

Action 2.3.3: Pursue efforts to plan for and finance installation of wayfinding signs in Dallas to identify key existing and future recreational assets.

Objective 2.4: Build alliance and support regional collaboration with Gaston County Parks and Recreation/Tourism and other government and private agencies/organizations.

Action 2.4.1: Continue to meet with partner organizations and plan for support cross-organizational projects in Dallas, Gaston County and the region.

Action 2.4.2: Partner with schools, youth groups, or clubs to host outdoor activities like disc golf clinics, skateboarding demonstrations, etc.

Action 2.4.3: Work with Gaston College and local groups to organize educational events or volunteer projects that support outdoor recreation, such as trail cleanups or fitness classes.

Economic Impacts

Goal 3: Utilize the community's outdoor assets to improve the downtown, local and regional economies.

Objective 3.1: Utilize Gaston Business Association and other entities to attract new businesses and industry to town and promote recreational activities that benefit existing businesses.

Action 3.1.1: Collaborate with Gaston EDC to promote Dallas's outdoor recreation economy and other quality of life amenities when recruiting new businesses such as bike shops, gyms, outdoor gear retailers and restaurants.

Action 3.1.2: Create free or inexpensive promotional materials to encourage people to visit stores and restaurants before or after outdoor activities.

Action 3.1.3: Promote the integration of outdoor activities with cultural experiences by hosting events at the town square and near recreation areas, incorporating dining, shopping, and local arts and crafts.

Action 3.1.4: Work with businesses to develop promotional campaign centered around events at the new aquatic center.

Action 3.1.5: Encourage businesses to include inventory associated with aquatic related activities.

Objective 3.2: Promote town activities in partnership with Gaston College and local businesses and strive to provide facilities for athletic events that draw people to town.

Action 3.2.1: Partner with Gaston College and businesses to host downtown events, such as a color run, temporary sports or play areas, fitness demonstrations, etc.

Action 3.2.2: Encourage businesses to offer special incentives to shoppers on day of special activities.

Action 3.2.3: As Dallas recreational facilities are constructed/improved, partner with Gaston College officials to hold practices and competitions at town owned facilities.

Objective 3.3: Leverage the existing textile mills and factories in Gaston County to attract new outdoor-focused, small-scale manufacturing businesses that align with the town's CORE plan.

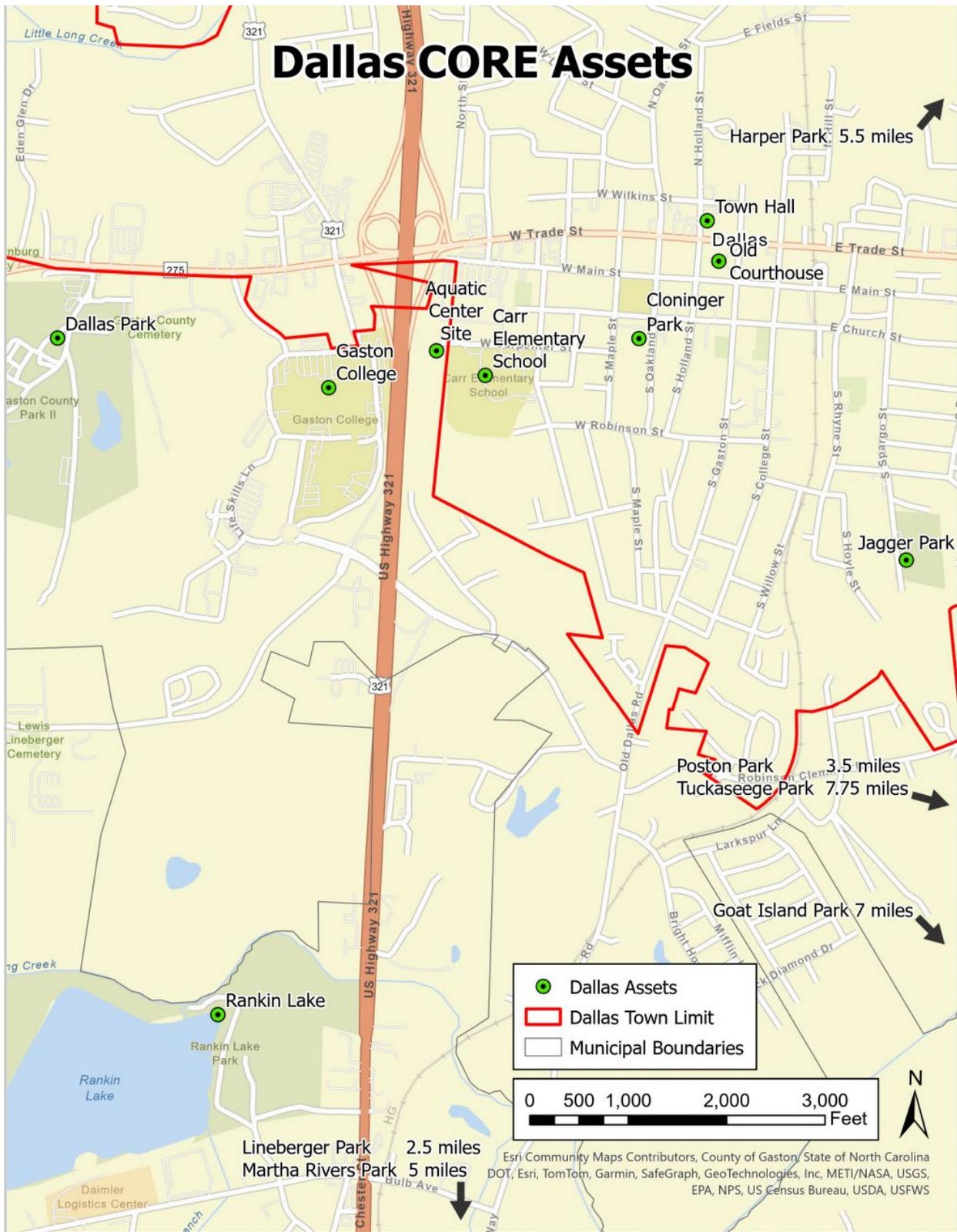
Action 3.3.1: Meet with textile mill owners/managers to learn what their mill currently manufactures and educate them about the CORE plan/initiative. Ask if they have underutilized flexible workspaces that would accommodate small-scale manufacturing of outdoor gear, apparel, and equipment.

Action 3.3.2: Develop a targeted marketing initiative showcasing the town and county's unique combination on heritage industrial spaces and access to outdoor recreation markets, aimed at attracting artisan makers and specialty manufacturers in the outdoor industry.

Appendix I

Town of Dallas Asset Mapping

The following map highlights recreation related assets for the town of Dallas. These include Cloninger Park, Jagger Park, Dallas Park, Carr Elementary School, site of the new aquatic center, the old Dallas courthouse, and key recreational sites located outside the town limits.



Appendix II

Dallas Workplan

The following is the vision statement and workplan developed by the Dallas workgroup.

Town of Dallas CORE Workplan

Vision Statement: As the heart of Gaston County, historic Dallas offers a unique blend of opportunity and small-town charm. This accessible, family-friendly community is a central location connecting to outdoor recreation and exploration. Just a short drive from Charlotte, Gastonia and Hickory, Dallas is transforming into a regional hub with dynamic downtown experiences, with its historic Town Square at the center of it all. With activities and amenities designed for all ages and abilities, Dallas provides a welcoming environment where families can thrive, traditions are celebrated, and the essence of nature, culture and wellness come together.

Outdoor Infrastructure	Communication and Activation	Economic Impacts
<p>Goal 1: Improve and take advantage of existing and future tourism/recreation amenities to enhance quality of life for everyone.</p> <p>Objective 1.1: Explore connecting Dallas to improve access for residents to outdoor recreational areas.</p> <p>Objective 1.2: Pursue plans to construct a Dallas recreation facility in a centralized location.</p> <p>Objective 1.3: Develop and implement a sidewalk maintenance plan that emphasizes pedestrian safety.</p> <p>Objective 1.4: Include funds for outdoor parks and recreation facility updates and regular maintenance in annual operating budget.</p> <p>Objective 1.5: Utilizing updated Recreation Master Plan as a guide, include in annual capital outlay plan funds for new recreation opportunities, such as a skatepark, outside pickleball courts, basketball courts, etc.</p>	<p>Goal 2: Promote and educate residents and visitors about available and potential recreation amenities.</p> <p>Objective 2.1: Re-activate Dallas Recreation Advisory Board.</p> <p>Objective 2.2: Complete the Town of Dallas Recreation Master Plan included in the 2024-25 or 25-26 fiscal year budget.</p> <p>Objective 2.3: Develop a comprehensive branding and marketing plan that highlights Dallas's unique recreational assets.</p> <p>Objective 2.4: Build alliance and support regional collaboration with Gaston County Parks and Recreation/Tourism and other government and private agencies/organizations.</p>	<p>Goal 3: Utilize the community's outdoor assets to improve the downtown, local and regional economy.</p> <p>Objective 3.1: Utilize Gaston Business Association and other entities to attract new businesses and industry to town and promote recreational activities that benefit existing businesses.</p> <p>Objective 3.2: Promote town activities in partnership with Gaston College and local businesses, and strive to provide facilities for athletic events that will draw people to town.</p> <p>Objective 3.3: Leverage the existing textile mills and factories in Gaston County, too attract new outdoor-focused, small-scale manufacturing businesses that align with the town's CORE plan.</p>

<p>Action 1.1.1: Secure professional services to identify most efficient and financially feasible method for access.</p> <p>Action 1.1.2: Obtain cost estimates, and explore funding options, including potential state and federal grants. Secure funding for existing CMAQ grant to connect Gaston College to downtown Dallas.</p> <p>Action 1.1.3: Have potential route surveyed and appraised, then begin the process of acquiring land to create a greenway system that connects both sides of Dallas.</p> <p>Action 1.2.1: Explore potential available vacant sites and buildings that would be ideally located for Dallas all purpose recreation facility.</p> <p>Action 1.2.2: Staff begin process of identifying key features and recreational components of facility. Visit other facilities for ideas.</p> <p>Action 1.2.3: Explore funding options, including state and federal grants (PARTF).</p> <p>Action 1.3.1: Utilize town staff to routinely inspect and identify areas needed for sidewalk repair and maintenance.</p>	<p>Action 2.1.1: Make formal request to Dallas Board of Aldermen that Dallas Recreation Advisory Board be re-activated, and members be appointed.</p> <p>Action 2.1.2: Develop bylaws and have staff provide administrative support.</p> <p>Action 2.1.3: Recruit CORE workgroup members to serve on the Advisory Board.</p> <p>Action 2.2.1: Solicit proposals and award contract to complete Dallas Recreation comprehensive master plan.</p> <p>Action 2.2.2: Town of Dallas staff and advisory board work with Dallas Board of Aldermen to prioritize objectives of master plan.</p> <p>Action 2.3.1: Use social media and the town website to showcase Dallas's parks, trails, unique outdoor assets, and outdoor events with photos, maps and stories.</p> <p>Action 2.3.2: Tie in local marketing efforts with state and regional trail branding and marketing strategies such as the Year of the Trail/Great Trails State, etc.</p> <p>Action 2.3.3: Pursue efforts to plan for and finance installation of wayfinding signs in Dallas to identify key existing and future recreational assets.</p>	<p>Action 3.1.1: Collaborate with Gaston EDC to promote Dallas's outdoor recreation economy and other quality of life amenities when recruiting new businesses such as bike shops, gyms, outdoor gear retailers and restaurants.</p> <p>Action 3.1.2: Create free or inexpensive promotional materials to encourage people to visit stores and restaurants before or after outdoor activities.</p> <p>Action 3.1.3: Promote the integration of outdoor activities with cultural experiences by hosting events at the town square and near recreation areas, incorporating dining, shopping, and local arts and crafts.</p> <p>Action 3.1.4: Work with businesses to develop promotional campaign centered around events at the new aquatic center.</p> <p>Action 3.1.5: Encourage businesses to include inventory associated with aquatic activities.</p> <p>Action 3.2.1: Partner with Gaston College and businesses to host downtown events, such as a color run, temporary sports or play areas, fitness demonstrations, etc.</p> <p>Action 3.2.2: Encourage businesses to offer special incentives to shoppers on day of</p>

<p>Action 1.3.2: Include funds in annual operating budget for sidewalk repair and maintenance.</p> <p>Action 1.3.3: Hold community meetings and conduct online citizen surveys to gather ideas on where crosswalks and lighting are most needed.</p> <p>Action 1.3.4: Work with local NC Department of Transportation on appropriate placings and signage for pedestrian crossings.</p> <p>Action 1.4.1: Utilize staff to inspect all town owned parks/facilities on at least an annual basis and prioritize areas of greatest need for upgrades and improvements.</p> <p>Action 1.4.2: Include in annual operating budget funds for upgrades to town owned parks and recreation facilities, such as restrooms at Cloninger Park, basketball and tennis courts.</p>	<p>Action 2.4.1: Continue to meet with partner organizations and plan for and support cross-organizational projects in Dallas, Gaston County and the region.</p> <p>Action 2.4.2: Partner with schools, youth groups, or clubs to host outdoor activities like disc golf clinics, skateboarding demonstrations, etc.</p> <p>Action 2.4.3: Work with Gaston College and local groups to organize educational events or volunteer projects that support outdoor recreation, such as trail cleanups or fitness classes.</p>	<p>activities.</p> <p>Action 3.2.3: As Dallas recreational facilities are constructed/improved, work with Gaston College officials to hold practices and competitions at city owned facilities.</p> <p>Action 3.3.1: Meet with textile mill owners/managers, to learn what their mill currently manufactures and educate them about the CORE plan. Ask if they have underutilized flexible workspaces that would accommodate small-scale manufacturing of outdoor gear, apparel, and equipment.</p> <p>Action 3.3.2: Develop a targeted marketing initiative showcasing the town and county's unique combination of heritage industrial spaces and access to outdoor recreation markets, aimed at attracting artisan makers and specialty manufactures in the outdoor industry.</p>
<p>Action 1.5.1: Reference newly adopted recreation master plan to identify recreation related capital needs, based on citizen input.</p> <p>Action 1.5.2: Develop cost projections for capital projects and explore financing options.</p> <p>Action 1.5.3: Staff and recreation advisory committee work with governing body to include projects in capital outlay plan.</p> <p>Task:</p>	<p>Action:</p> <p>Task:</p>	<p>Action:</p> <p>Task:</p>

Action: Task:	Action: Task:	Action: Task:
Action: Task:	Action: Task:	Action: Task:

NC Department of Commerce: NC Rural Planning Center

The *goals, objectives, actions, and tasks* refer to the following definitions:

Goals are general guidelines that explain what you want to achieve. They are usually long-term and represent global visions, such as “grow the local economy.”

Objectives define strategies or implementation steps to attain the identified goals. Unlike goals, objectives are specific, measurable (number, timeframe, percentage), and may have a defined completion date.

Actions are steps taken to achieve a specific objective. Therefore, implementing a strategic goal typically involves implementing a series of actions along the way.

Tasks are used to create a step-by-step list that will help you accomplish each action. Tasks are short-term and are typically achievable within 1 year of implementation.