

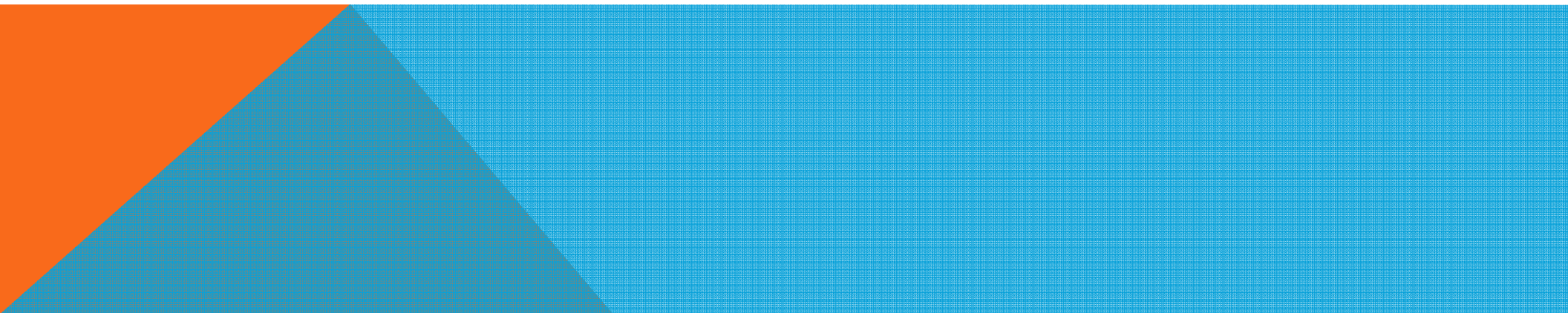
# ECONOMIC IMPACTS OF RIVER RECREATION

Roanoke River Paddle Trail



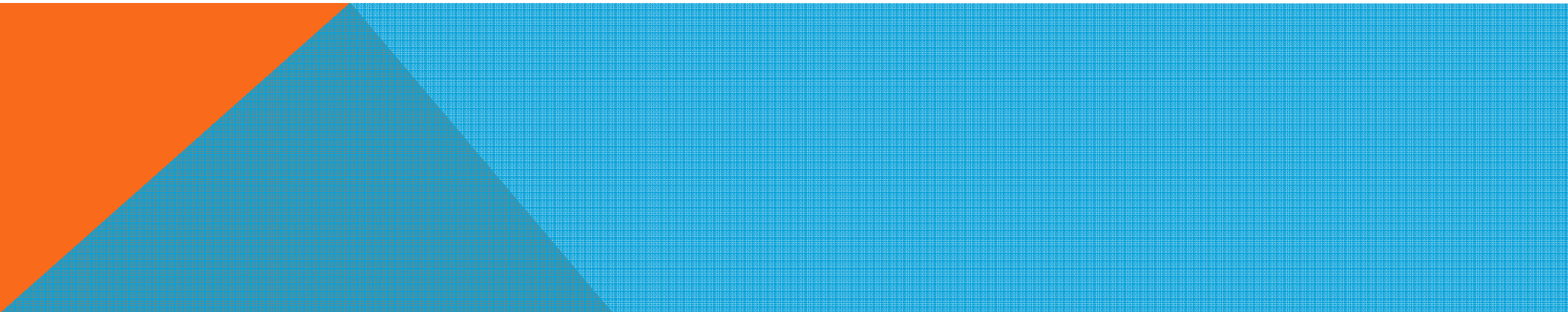
# ROANOKE RIVER PARTNERS MISSION

“To preserve, enhance and promote the natural, cultural and historic identity and integrity of the Roanoke River region through tourism and other environmentally sustainable activities which encourage economic development and social justice.”



# ROANOKE RIVER PARTNERS

- Founded in 1997, joint effort between Bertie, Halifax, Martin, Northampton & Washington counties.
- One of RRP's first and biggest projects was to create a paddle/camping trail along the river and its creeks that would increase awareness of this treasure we call the Roanoke and build infrastructure for small businesses like guides, outfitters and many others in the region, new and old.
- In this special type of eco-tourism, the Roanoke River Paddle Trail would be the first private system of its type in the nation.



# PADDLE SYSTEMS AS ECONOMIC DEVELOPMENT CATALYSTS



# PRIMARY ACTIVITIES ENJOYED BY PADDLERS

	Often Enjoy	Sometimes Enjoy	Never Enjoy
Want to see wildlife	91.5%	8.2%	0.4%
Like Being away from the city	87.3%	12.3%	0.4%
Want to see birds	82.3%	16.2%	1.5%
Typically pack my own food	61.7%	35.5%	2.8%
Enjoy learning about native flora	60.5%	34.6%	5.0%
Learn about local history	38.3%	55.1%	6.6%
Get the feel of local culture	37.2%	54.7%	8.2%
Experience local cafes and restaurants	36.3%	54.1%	9.6%
Try regional foods	33.7%	54.8%	11.5%
Enjoy hearing local music	29.6%	55.1%	15.3%
Stay at local campgrounds	28.9%	47.8%	23.3%
Look for handmade arts and crafts to buy	19.2%	46.7%	34.2%
Go fishing	18.8%	33.7%	47.4%
Meet the locals	18.5%	67.0%	14.5%
Visit farmers markets	15.6%	52.4%	32.1%
Attend community events	11.4%	57.9%	30.7%
Visit farms	6.4%	36.3%	57.2%
Stay at B&Bs and/or locally owned lodging	5.0%	34.8%	60.2%
Seek out well known chain lodging	2.9%	35.9%	61.2%
Seek out well-known chain restaurants	2.2%	38.4%	59.5%



# TOTAL AMOUNT SPENT ON LOCAL PADDLING TRIPS PER PARTY

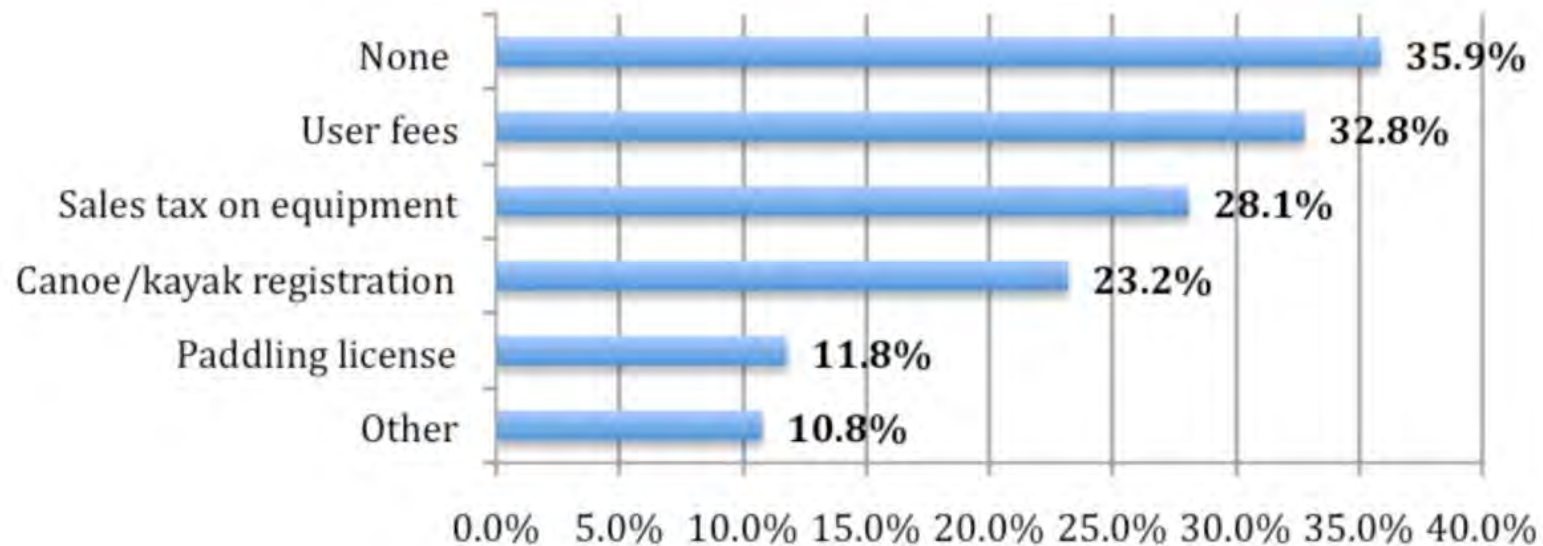
	Total by Category	Total per Party
Transportation	\$74,625	\$38
Food	\$63,300	\$32.13
Gear	\$48,650	\$26.73
Guide Fees	\$24,075	\$13.06
Shopping	\$21,075	\$11.46
Entertainment	\$19,350	\$10.60
Lodging	\$15,225	\$8.04
Other	\$3,775	\$3.89
<b>Total Yearly Spending</b>	<b>\$270,075</b>	<b>\$143.60</b>

# TOTAL AMOUNT SPENT ON OUTSIDE AREA PADDLING TRIPS PER PARTY

	Total by Category	Total per Party
Transportation	\$220,875	\$112
Food	\$185,875	\$94.35
Lodging	\$165,225	\$87.28
Gear	\$92,625	\$50.89
Guide Fees	\$76,000	\$41.21
Shopping	\$71,400	\$38.83
Entertainment	\$69,900	\$38.28
Airfare	\$56,425	\$31.45
Other	\$9,475	\$9.77
<b>Total Yearly Spending</b>	<b>\$947,800</b>	<b>\$503.62</b>

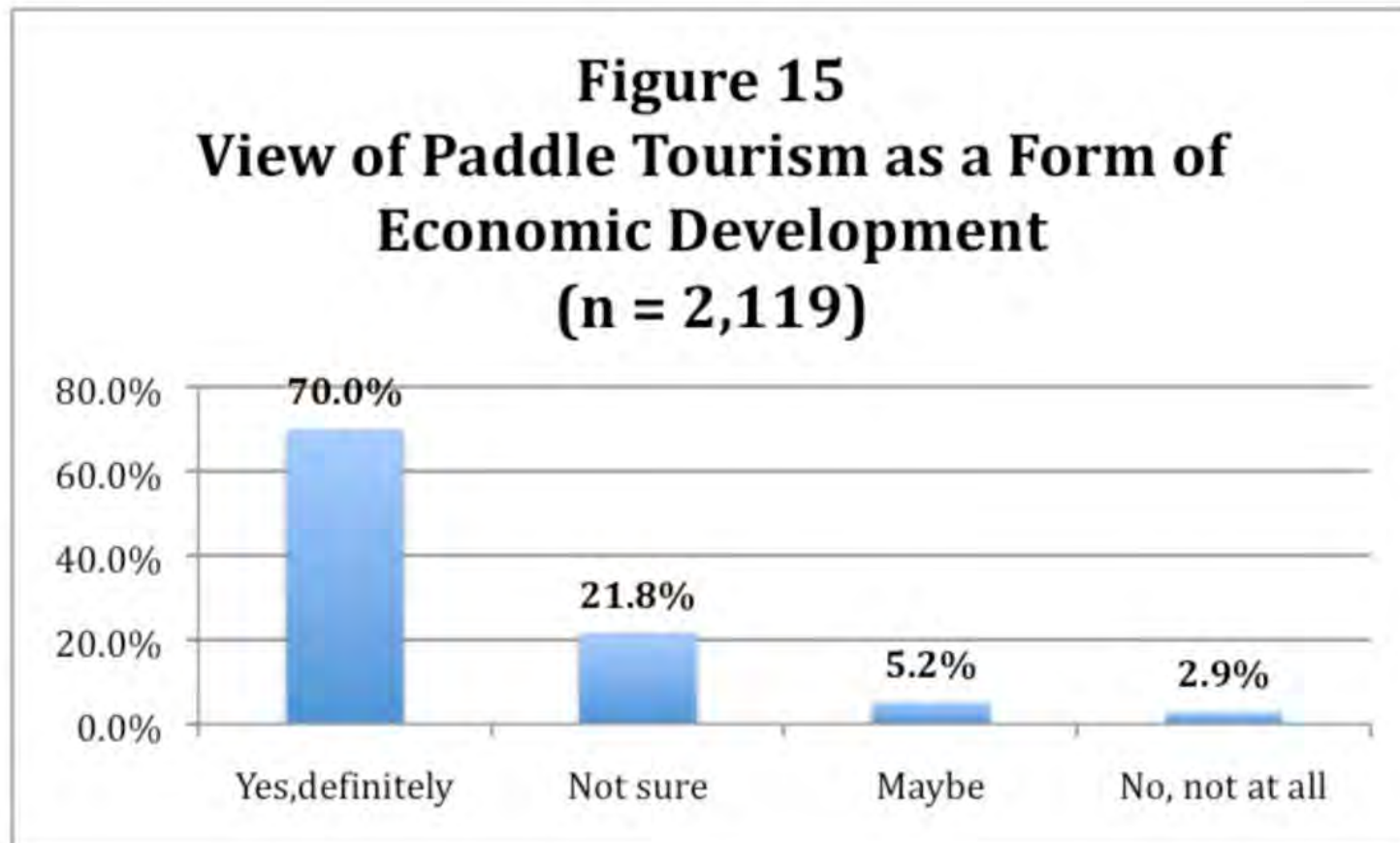
# SUPPORT OF FUNDING SOURCES FOR PADDLE TRAILS

**Figure 14**  
**Level of Support for Funding Sources**  
**(n=2093)**





# PADDLING AS ECONOMIC DEVELOPMENT



# ROANOKE RIVER CAMPING PLATFORMS

16 camping platforms

1200+ overnight campers

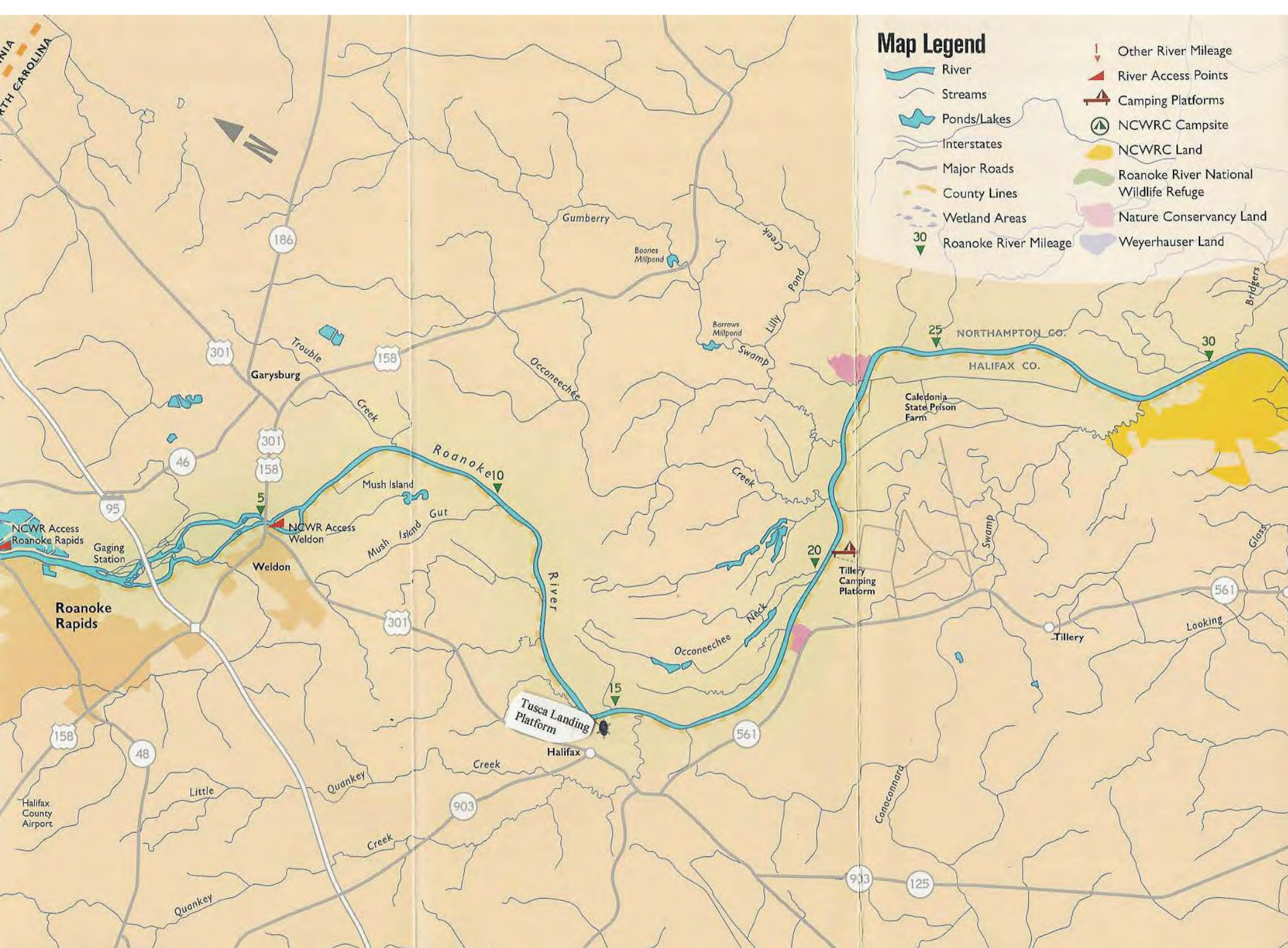
Estimated regional impact =  
\$600,000



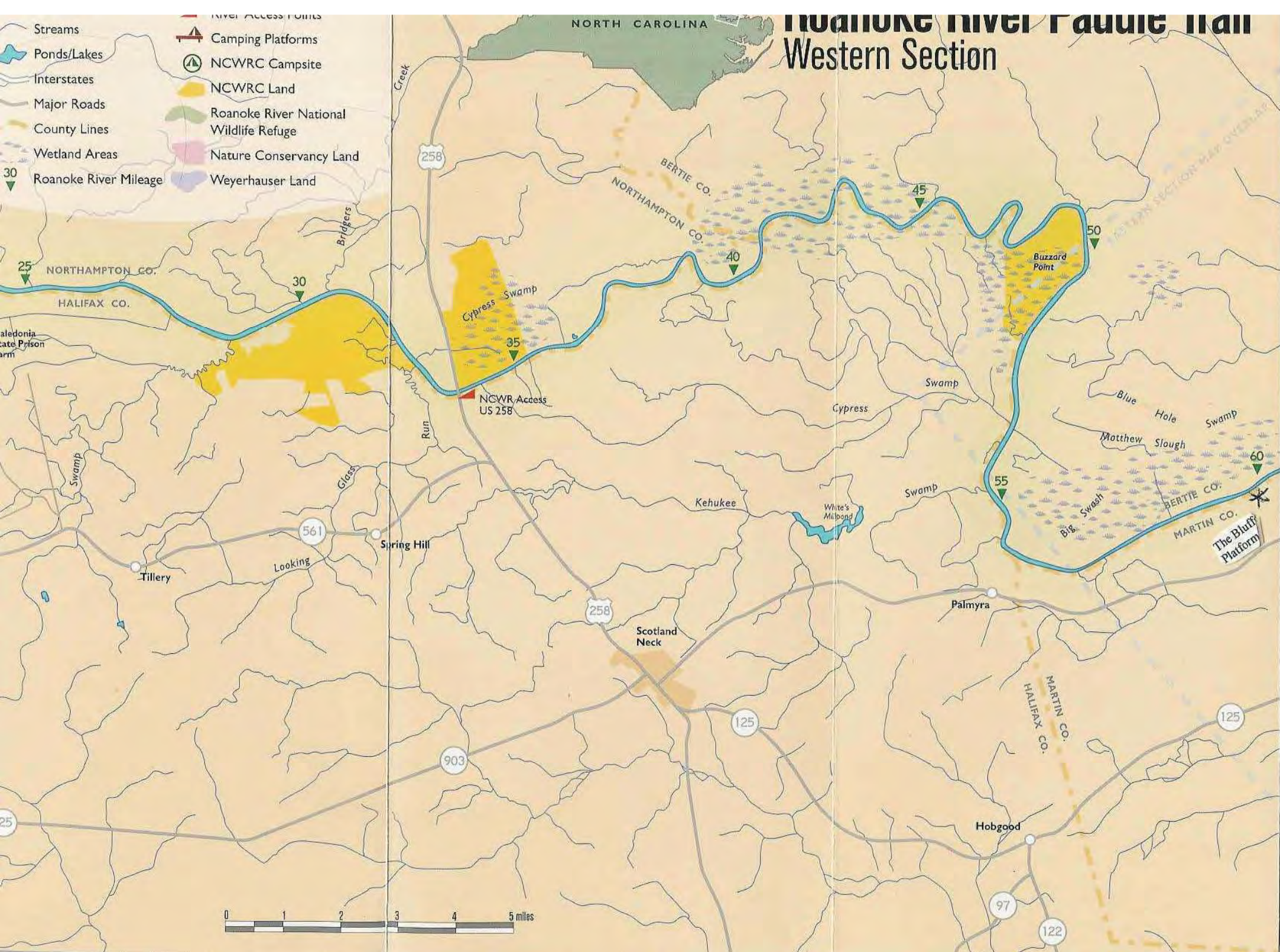


### Map Legend

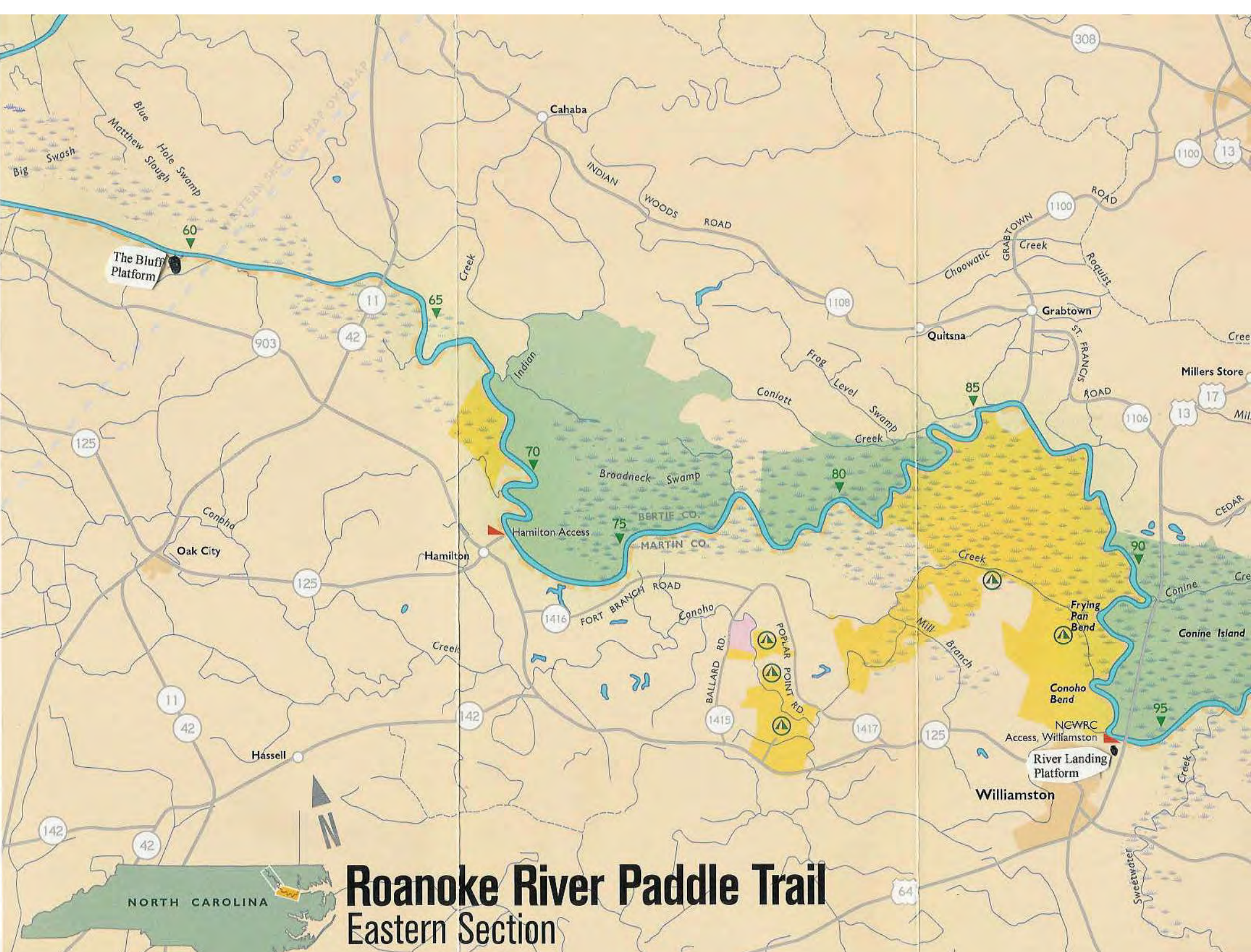
- 
- The map displays the Roanoke River Watershed with various geographical features and land management areas. A legend on the right side of the map identifies the following:
- River**: Represented by a blue line.
  - Streams**: Represented by a thin blue line.
  - Ponds/Lakes**: Represented by a blue shape.
  - Interstates**: Represented by a thick grey line.
  - Major Roads**: Represented by a thin grey line.
  - County Lines**: Represented by a dashed line.
  - Wetland Areas**: Represented by a green shape.
  - Roanoke River Mileage**: Represented by a green triangle with the number 30.
  - River Access Points**: Represented by a red triangle.
  - Camping Platforms**: Represented by a red triangle with a platform.
  - NCWRC Campsite**: Represented by a green triangle inside a circle.
  - NCWRC Land**: Represented by a yellow shape.
  - Roanoke River National Wildlife Refuge**: Represented by a green shape.
  - Nature Conservancy Land**: Represented by a pink shape.
  - Weyerhaeuser Land**: Represented by a purple shape.







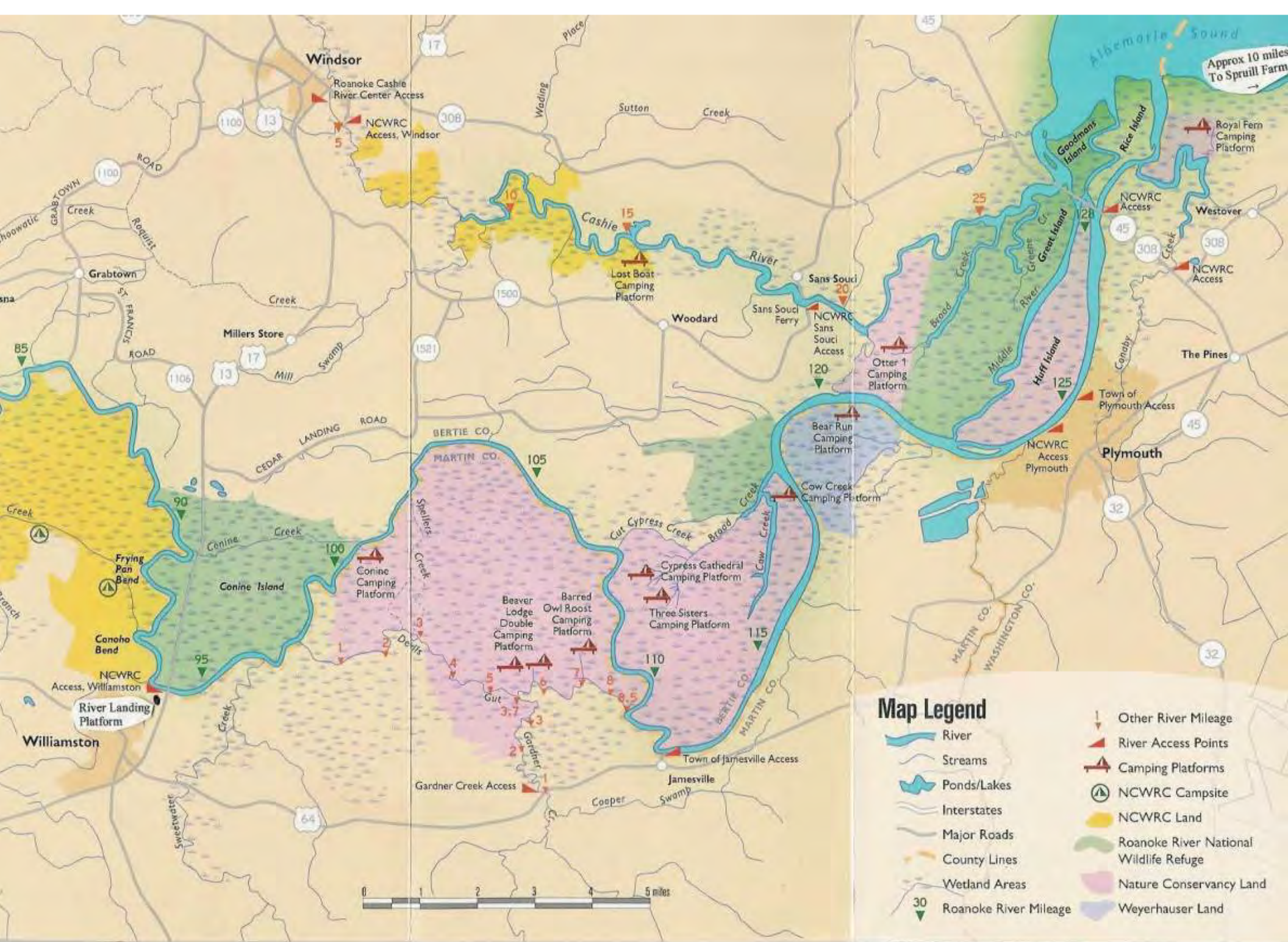




# Roanoke River Paddle Trail

## Eastern Section







# PADDLING EVENTS

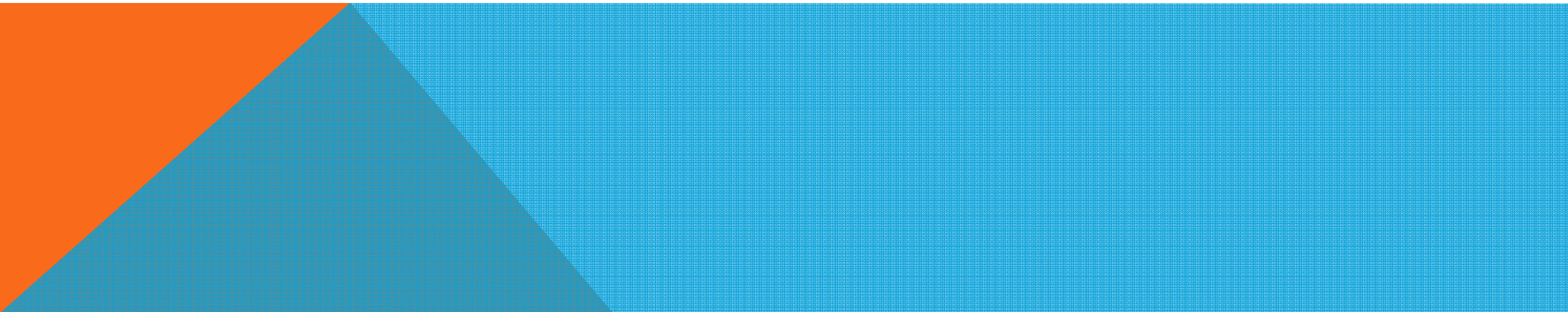


# ECO-TOURISM BUSINESSES



# ROANOKE RIVER MAYORS' ASSOCIATION

- Crafted Memorandum of Understanding in 2008
- 11 Member Towns have signed on to support Roanoke River Partners because they see the viability of joining together as a Roanoke River region and the connection between the counties and towns along the Roanoke.
- Those towns are as follows: Bear Grass, Halifax, Hamilton, Jamesville, Oak City, Plymouth, Robersonville, Scotland Neck, Weldon, Williamston, and Windsor.







# Roanoke River Towns

Bear Grass, Halifax, Hamilton, Jamesville, Oak City, Plymouth, Robersonville  
Scotland Neck, Weldon, Williamston, Windsor

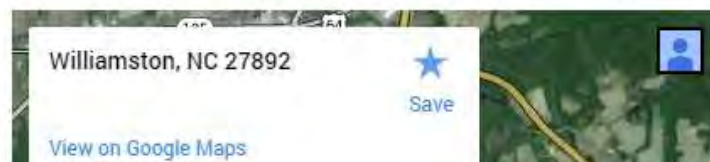
[Home](#)[River Towns](#)[About RRP](#)[River Basin](#)[River Camping](#)[Links & Resources](#)[Rosenwald River Center](#)

## Roanoke River Communities

- [Bear Grass](#)
- [Halifax](#)
- [Hamilton](#)
- [Jamesville](#)
- [Oak City](#)
- [Plymouth](#)
- [Robersonville](#)
- [Scotland Neck](#)
- [Weldon](#)
- [Williamston](#)
- [Windsor](#)

## Williamston, NC

Williamston, a rapidly growing sub-regional marketplace for northeastern NC, is home to the Senator Bob Martin Eastern Agricultural Center where more than 40 Arena events and over 200 Meeting Center events are held each year. Events include Truck and Tractor Pulls, Horse Shows, Farm Heritage Fairs, Rodeo's, Concerts and more. Along with that, Williamston offers visitors the opportunity to explore the pristine Roanoke River through unique paddle and camping trails, fishing on the river, hunting deer, turkey, and bear in the thousands of acres of designated Gamelands, and walking the National Register of Historic residential and commercial districts in downtown. Visit the recently completed Martin County Arts Center to view local and traveling art shows or hear local musicians perform live. Join us in September for the Carolina Country Stampede, a downtown street festival that includes 2 days of fun, food, and music. All this and more awaits you in Williamston where you will find "Easy Living, with Hometown Values".



### Town of Williamston

PO Box 506

Williamston, NC 27892

Phone: 252-792-5142

Fax: 252-792-2509

[epearson@townofwilliamston.com](mailto:epearson@townofwilliamston.com)

## LOCAL EVENTS

September 26 & 27, 2014

[Carolina Country Stampede](#)

December 04, 2014

[Annual Christmas Parade](#)

## Local Links...

- [Town of Williamston](#)
- [Haughton Hall Bed & Breakfast](#)
- [Nancy Jones Winslow, local REALTOR](#)



# Historic Hamilton Town Tour



Sunday, June 22

12—5 pm



Come experience small town charm

- . Historic homes for sale
- . Renovated properties
- . Historic buildings reuse
- . Rosenwald School project lunch available here
- . Downtown gazebo

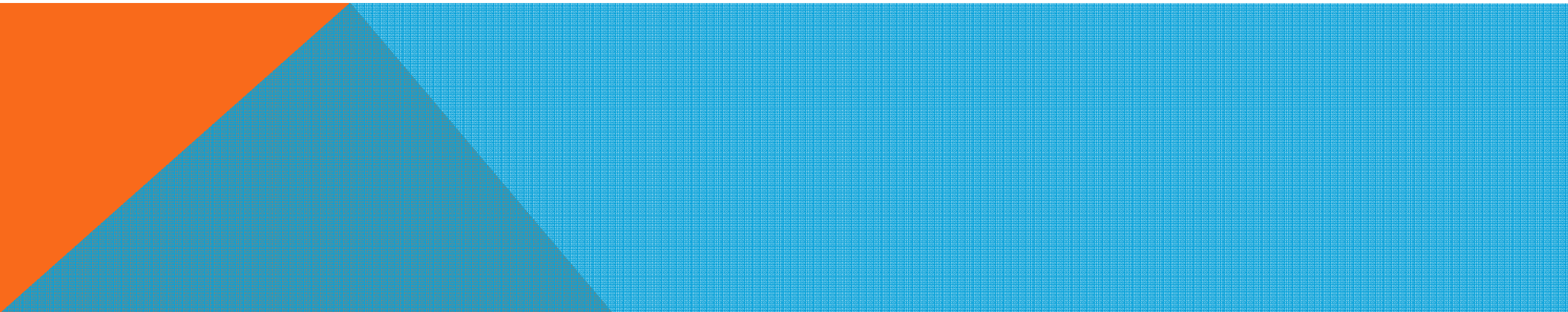


## Entertainment around town

Pick up your tour guide sheet at the corner building in the center of town  
For more information: call [252.813.1096](tel:252.813.1096), email: [nancywinslow@kw.com](mailto:nancywinslow@kw.com) or Facebook [Historic Hamilton NC](#)

# ROSENWALD RIVER CENTER – HAMILTON, NC

- RRP is working with local and regional river communities to preserve the historic circa 1919 Hamilton Rosenwald School which will serve as a River/Visitor Center and an interpretive site to tell the Rosenwald Story. Plans are to open the Rosenwald River Center in 2019 to celebrate the 100<sup>th</sup> anniversary of the school.
- We are excited to report that upon completion of this historic renovation, this site will be re-purposed as: a river/community center; an interpretive site to tell the Rosenwald story; and an economic incubator to cultivate eco-tourism and cultural heritage initiatives throughout the Roanoke River Region. Soon it will once again serve as a vital hub in the community where it has survived for almost a century!



# ROSENWALD RIVER CENTER – HAMILTON, NC

ROSENWALD SCHOOL  
- 2007



ROSENWALD SCHOOL  
- TODAY



# ROSENWALD RIVER CENTER SPONSORS

The Lowe's Charitable and Education

Foundation Preservation Fund

The National Trust for Historic Preservation

The Conservation Fund's Resourceful Communities Program

The Covington Foundation

Conservation Trust for North Carolina

Mid-East RC&D Council

Historic Hamilton Commission

The Town of Hamilton

A host of generous private donors

Our devoted alumni and project volunteers

