



Fayetteville ready to tackle big issues, growth

March 17, 2009

By: Gavin MacRoberts

FAYETTEVILLE – City leaders say a program called Greater Fayetteville Futures was such a success eight years ago that they want to bring it back. The program organized community volunteers to develop and implement a long-range plan to improve the city and surrounding communities.

The goals of the first Fayetteville Futures were to improve the area's image, provide a unified economic vision and leverage the military for economic opportunities. Organizers say they are looking for a repeat of the first program's success.

One product of the program was a marketing campaign and slogan – “History, heroes and a home town feeling.” City leaders say it helped to redefine the city's image.

Officials say they now have over 100 different issues that need to be addressed. Many of the issues are because of growth at Fort Bragg, as tens of thousands of soldiers, family members and civilians are expected to move into the area over the next few years.

Organizers say they want to take the same process used in 2001 to be ready to grow.

"You know, we have the opportunity for growth," said Mayor Tony Chavonne. "Nineteen-thousand jobs, \$1 billion a year in economic impact projected for the region. We want to make sure Fayetteville and Cumberland County are full participants in that and this is the opportunity to make that happen."

Organizers are holding a news conference on Tuesday to officially announce the program to the public. Later this month, Greater Fayetteville Futures will introduce the program to the public and start to organize volunteers.

http://www.news14.com/content/local_news/sandhills/606433/fayetteville-ready-to-tackle-big-issues--growth/Default.aspx