

**Developing Equine Tourism Opportunities in North Carolina
An Online Survey of County Needs 2006**

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“All these products are linked by one overriding factor, namely the horse itself. No matter how client interactions with horses are packaged, the tour operator must have facilities and staff to care for the horses; and the tour staff must have the skills to train, ride and manage the horses, as well as managing the tour clients and the interaction between the two. This is very different from mechanized adventure tourism where equipment can be turned off when not in use, serviced or replaced when broken, and stored in the off season. It is also very different from wildlife tourism businesses where the tour operator aims to manage the client-wildlife interactions in such a way that they animals ignore the humans, rather than obey them.”

Ollenburg, C. 2005. Worldwide Structure of the Equestrian Tourism Sector. Journal of Ecotourism. Vol. 4, No. 1

Background

Over the years as the NCSU Tourism Extension program has grown and evolved, requests for assistance on horse tourism have increased. The following summarizes the key motivators leading up to the current survey:

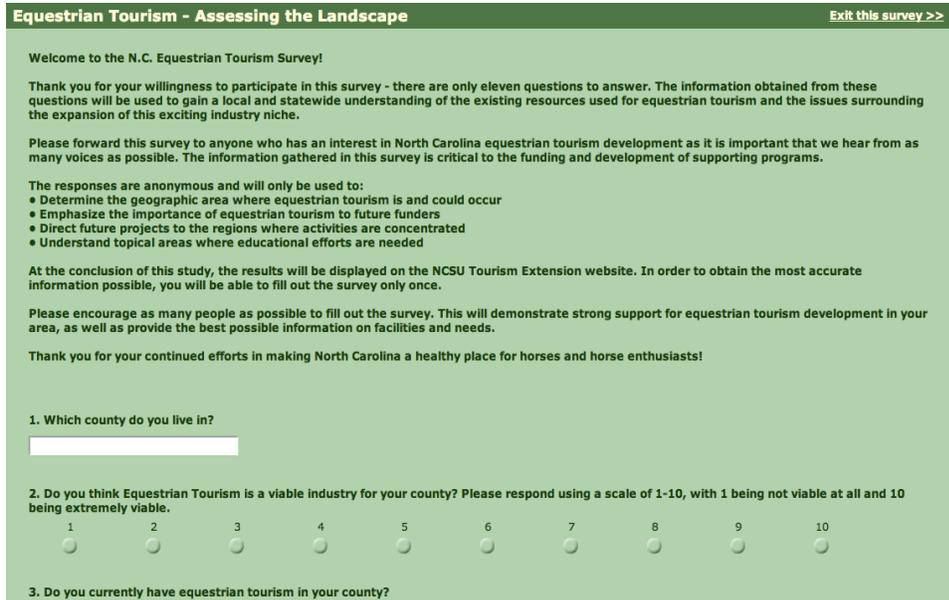
- In 2003, a brief survey was emailed to NC's 101 County Extension Directors. It consisted solely of two questions: 1) Is there a need to build a statewide inventory of horse-related products and 2) What equestrian-related activities and opportunities do you have in your county? Enthusiastic replies were received from 42 counties.
- In 2004, a grant application was submitted for CRD/RREA grant funds to begin an inventory of horse-related activities around the state. The application was not funded.
- During the summer of 2005, NC Tourism Extension was asked to make presentation at the South Eastern U.S. Equestrian Trails Conference. A flurry of follow up requests, presentations, and relationships occurred.
- In October 2005, NC Cooperative Extension hired Dr. Tim Potter as an Equine Area Specialist. This newly created position was designed to meet the demand in a multi-county region.
- In the spring of 2006, Dr. Potter and NCSU Tourism Extension join forces to create the NC Equestrian Tourism Survey.

An 11-question instrument was designed to assess the overall context of horse tourism in North Carolina. The questions targeted existing amenities, potential, barriers, stakeholders and current key issues.

The survey was formatted to an online survey software program (www.surveymonkey.com) and requests to complete the survey were sent to County Extension Directors, 4H agents, livestock agents, CRD agents, REINS volunteers, the

NCSU Vet School, equestrian publications, tourism professionals, niche equine associations, and the NC Horse Council. Figure 1 displays a screen shot from the online survey. The survey was also posted on various listservs including the agritourism, planning, economic development, and environmental education listservs. Participants were encouraged to "pass along" the survey link to other interested parties.

Figure 1. Screen shot from Equestrian Tourism Online Survey



In a period of 18 days (August 13-31, 2006), 472 responses were collected from 74 North Carolina counties and a few locations in South Carolina. These preliminary results were displayed in illustrated paper form at the National Extension Tourism Conference in September 2006. At the time of this report, 605 responses are recorded and the online survey has been closed.

Results

Results are reported below by question.

1. Which county do you live in?

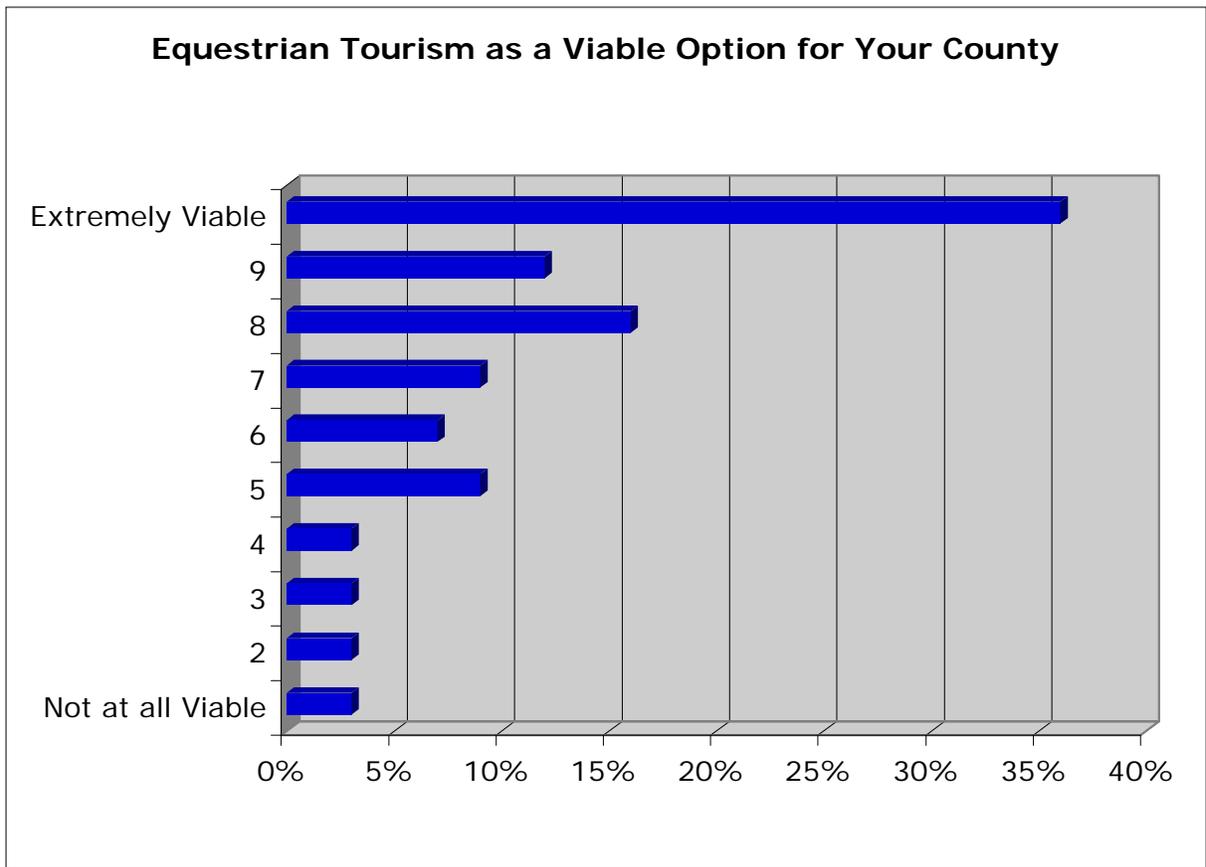
Respondents represented 84 counties.

Alamance, Alexander, Alleghany, Anson, Ashe, Avery, Beaufort, Bladen, Brunswick, Buncombe, Burke, Cabarrus, Caldwell, Carteret, Caswell, Catawba, Chatham, Chowan, Cleveland, Columbus, Craven, Cumberland, Currituck, Davidson, Davie, Durham, Edgecombe, Forsyth, Franklin, Gaston, Graham, Granville, Greene, Guilford, Halifax, Harnett, Haywood, Henderson, Hoke, Iredell, Johnston, Lee, Lenoir, Lincoln, Macon, Madison, Martin, McDowell, Mecklenburg, Mitchell, Montgomery, Moore, Nash, New Hanover, Onslow, Orange, Pamlico, Pender, Perquimans, Person, Pitt, Polk, Randolph,

Robeson, Rockingham, Rowan, Rutherford, Sampson, Scotland, Stanly, Stokes, Surry, Swain, Union, Vance, Wake, Warren, Washington, Watauga, Wayne, Wilkes, Wilson, Yadkin, Yancey

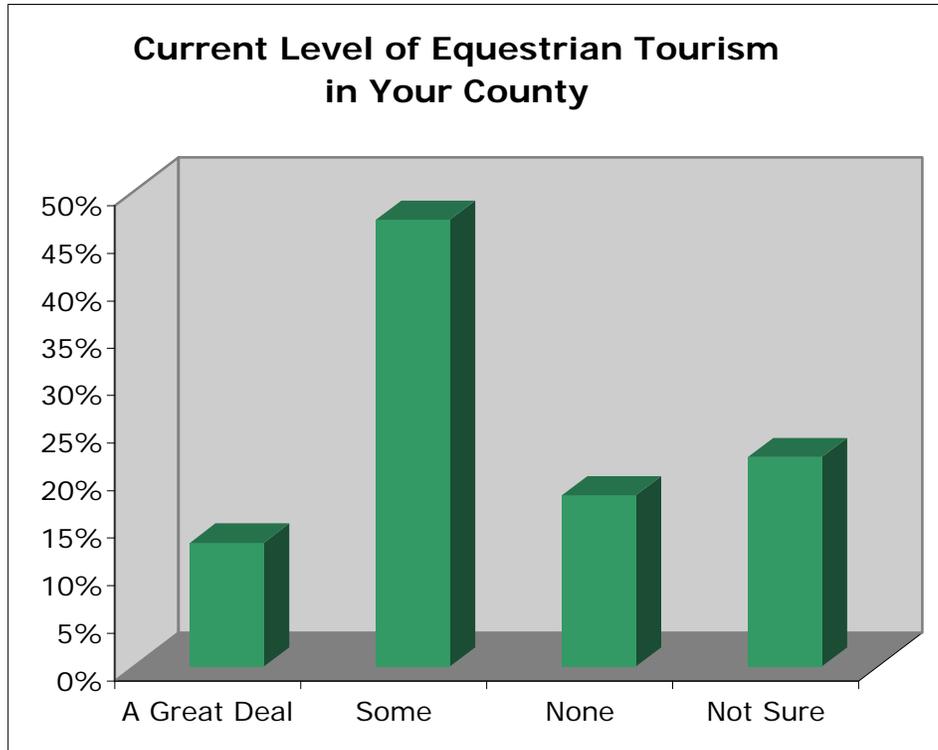
**2. Do you think Equestrian Tourism is a viable industry for your county?
Please respond using a scale of 1-10, with 1 being not viable at all and 10 being extremely viable.**

Almost three-fourths of respondents, 73% marking 7, 8, 9 or 10 on the viability scale, believed that equestrian tourism is a viable option for their county.



3. Do you currently have equestrian tourism in your county?

Three-fifths of respondents (60%) felt that they had some kind of equestrian tourism in their county.



4. Please check all of the following that you have in your county. The list represents large categories of tourism-related assets.

The tourism asset reported most was Boarding Facilities in 90% of counties represented. Other common assets were tack/feed shops (84%), vet (80%), facilities for small events (73%) and riding trails (70%). Percentages do not add up to 100% because respondents were encouraged to select all that apply.

Boarding facilities	90%
Tack/feed shop	84%
Equine Practitioner/ Vet	80%
Facility for small-moderate equestrian events (less than 200 participants)	73%
Riding trails	71%
Riding lessons available to visitors	68%
Farms with horses/ ponies that are open to visitors	45%
Facility for large equestrian events (serving 200+ participants)	38%
Hack horses/ horses to rent	30%
Lodging that can also board your horse	25%
Other	16%

Other responses included carriage rides, parks, fox hunting, and therapeutic riding centers.

A list of amenities **for each county** is available in Appendix A. Maps representing the spatial distribution of each asset are presented in Appendix B (to be added in late December 2006).

5. Next, to the best of your knowledge, please check all of the events, facilities and groups that you have in your county. The list represents equine-related assets.

Over half of those counties represented in the study have organizational capacity and facilities to support equestrian events, trail rides, and general interest. Percentages do not add up to 100% because respondents were encouraged to select all that apply.

Farrier services	84%
Livestock or 4-H shows	74%
Equine 4-H clubs	63%
Facilities that rodeos, western cutting, roping events	56%
Organized Trail riding groups or saddle clubs	56%
Clubs that host trail rides	55%
Fairgrounds facility	53%
Facilities that have hunter-jumper competitions	53%
County parks, state parks, regional parks or national parks that allow horseback riding	47%
Educational clinics hosted by locals that bring in large name trainers	45%
Hunt club	37%
Horse themed retail/ gift shop	37%
FFA clubs	37%
Horse trials competitions	33%
Horse festivals or places that hold riding demos	32%
Active presence by equestrian land conservancy groups or trail maintenance groups	28%
Pony club horse rallies	27%
Facilities that host stadium jumping	27%
Back country horsemen	25%
Steeplechase or similar events	23%
Colleges and universities that offer equine programs	22%
Mounted patrol units or sheriff posse units	18%
Horse themed lodging	11%
Parks and recreation equine programming	10%
Equestrian law enforcement units within city/ county	9%
Other	8%

Other responses included high school equine programs, private clinics, and the names of specific facilities.

6. Who are the potential "stakeholders" or "players" who would be involved in equestrian tourism in your county?

While responses ranged from the names of federal agencies to local individual residents, the categories capture the key stakeholders listed by respondents:

- County and City Government/ Planners/ Administrators
- Parks and Recreation Personnel
- All and various members of the equine community
- Tourism Development Authorities
- Lodging, food service, merchants and others in the business/ tourism community
- NC Cooperative Extension, NCDA, and a sundry of other state agencies
- Youth organizations
- Land trusts and conservation groups

7. What barriers do you see to developing this industry in your county?

Respondents noted their greatest barriers in furthering equestrian tourism. These barriers are listed in order of most commonly cited. All of the responses for this question are noted in Appendix C.

- Lack of money/ funding
- Lack of support from officials
- Lack of education
- Development / urban sprawl
- Low quality county equestrian
- Few quality equestrian trails
- No organization/ vision/ leadership
- Liability issues
- Lack of funds for marketing

8. What kinds of training or technical assistance are needed to further equestrian tourism in your county?

Respondents reported the following types of training and technical assistance as needed to further equestrian tourism in their county. All of the responses for this question are noted in Appendix D.

- Marketing/ advertising/ promotion
- Communication to increase understanding
- Economic impact data
- General animal husbandry
- Working with community colleges
- Leadership
- Developing industry relationships
- Presentations/ handouts
- Business planning/ taxes /accounting
- Tapping into county incentives
- Increasing Extension's involvement
- Liability training
- Fund-raising/ working with investors
- Strategic / marketing planning

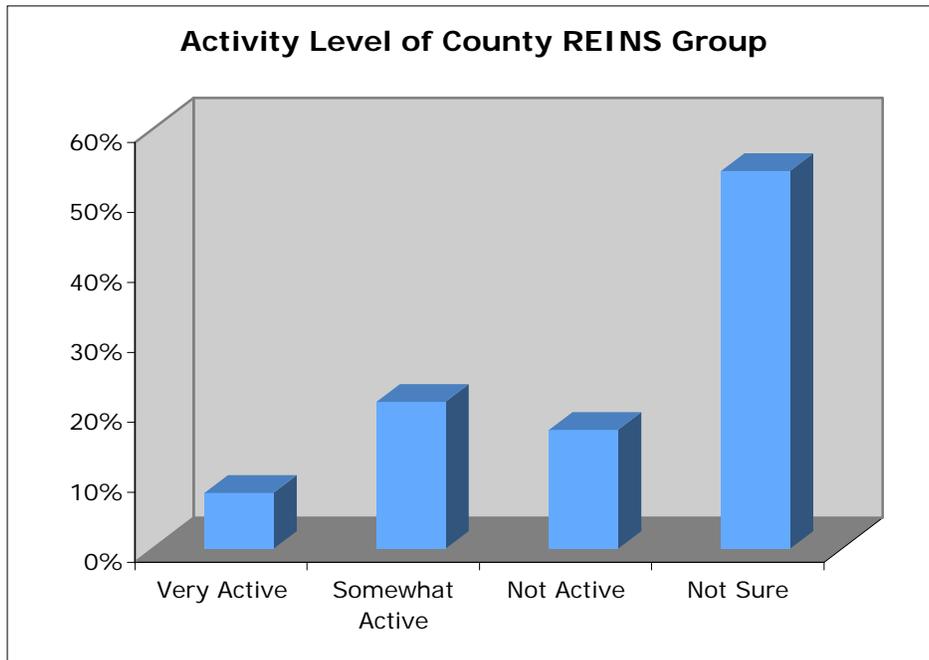
9. What do you see as the "next steps" in developing equestrian tourism?

The number one response when asked what the next steps are for developing equestrian tourism was EDUCATION and ORGANIZATION. After that, the following themes emerged:

Involvement and support of county, city, state officials, extension personnel
Advertise/Market/Promote
Trails development/preservation
More equine facilities
Equine tourism team/ committee/ buy-in from stakeholders
Communication
Identify a Leader
Funding

The responses for this question are noted in Appendix E.

10. Do you have and active REINS group in your county?



11. Do you have any additional comments about Equestrian Tourism or this survey?

Additional comments from the survey are offered in Appendix F. Any identifying remarks have been deleted.

Acknowledgements

Thank you to Mike Yoder, NCSU REINS Coordinator, to the NC Horse Council, NC Extension Directors, NCDENR State Trails Program, and for all of the folks who helped spread the word about the survey! A special thank you to Mary Brodersen, REINS Union County President, and Debra Korb, Monroe Tourism & Visitors Bureau, who provided feedback on the questions during pilot testing. Mostly, THANK YOU to the 605 folks who contributed their input to the study! Your perspective and local knowledge is critical to furthering the economic vitality of our rural areas while maintaining a healthy environment for many generations.

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Appendices

Appendix A

Equine Amenities Listed by County

Alamance

Facility for small-moderate equestrian events less than 200 participants)
Boarding facilities
Riding lessons available to visitors
Riding trails
Farms with horses/ ponies that are open to visitors
Tack/feed shop
Equine Practitioner/ Vet

Alexander

Facility for large equestrian events (serving 200+ participants)
Facility for small-moderate equestrian events less than 200 participants)
Boarding facilities
Riding trails
Tack/feed shop
Equine Practitioner/ Vet

Alleghany

Facility for large equestrian events (serving 200+ participants)
Facility for small-moderate equestrian events less than 200 participants)
Boarding facilities
Riding lessons available to visitors
Riding trails
Hack horses/ horses to rent
Farms with horses/ ponies that are open to visitors
Equine Practitioner/ Vet

Anson

Facility for small-moderate equestrian events less than 200 participants)

Ashe

Boarding facilities
Tack/feed shop

Avery

Boarding facilities
Riding lessons available to visitors
Riding trails
Hack horses/ horses to rent
Tack/feed shop
Equine Practitioner/ Vet

Beaufort

Boarding facilities
Farms with horses/ ponies that are open to visitors
Tack/feed shop

Bladen

Boarding facilities
Riding lessons available to visitors

Brunswick

Boarding facilities
Riding lessons available to visitors
Hack horses/ horses to rent
Riding trails
Farms with horses/ ponies that are open to visitors
Tack/feed shop
Equine Practitioner/ Vet

Buncombe

Facility for large equestrian events (serving 200+ participants)
Facility for small-moderate equestrian events less than 200 participants)
Boarding facilities
Riding lessons available to visitors
Hack horses/ horses to rent
Riding trails
Farms with horses/ ponies that are open to visitors
Tack/feed shop
Equine Practitioner/ Vet

Burke

Facility for large equestrian events (serving 200+ participants)
Facility for small-moderate equestrian events less than 200 participants)
Boarding facilities
Riding lessons available to visitors
Hack horses/ horses to rent
Riding trails
Lodging that can also board your horse
Farms with horses/ ponies that are open to visitors
Tack/feed shop
Equine Practitioner/ Vet

Cabarrus

Facility for large equestrian events (serving 200+ participants)
Facility for small-moderate equestrian events less than 200 participants)
Boarding facilities
Riding lessons available to visitors
Hack horses/ horses to rent
Riding trails
Lodging that can also board your horse
Farms with horses/ ponies that are open to visitors
Tack/feed shop
Equine Practitioner/ Vet

Caldwell

Facility for large equestrian events (serving 200+ participants)
Facility for small-moderate equestrian events less than 200 participants)
Boarding facilities
Riding lessons available to visitors
Hack horses/ horses to rent
Riding trails
Lodging that can also board your horse
Farms with horses/ ponies that are open to visitors
Tack/feed shop
Equine Practitioner/ Vet

Carteret

Facility for small-moderate equestrian events less than 200 participants)
Boarding facilities
Riding lessons available to visitors
Hack horses/ horses to rent
Riding trails
Lodging that can also board your horse
Farms with horses/ ponies that are open to visitors
Tack/feed shop
Equine Practitioner/ Vet

Caswell

Facility for small-moderate equestrian events less than 200 participants)
Boarding facilities
Riding lessons available to visitors
Riding trails
Lodging that can also board your horse
Farms with horses/ ponies that are open to visitors
Tack/feed shop
Equine Practitioner/ Vet

Catawba

Facility for small-moderate equestrian events less than 200 participants)
Boarding facilities
Riding lessons available to visitors
Hack horses/ horses to rent
Riding trails
Farms with horses/ ponies that are open to visitors
Tack/feed shop
Equine Practitioner/ Vet

Chatham

Boarding facilities
Riding lessons available to visitors
Hack horses/ horses to rent
Riding trails
Lodging that can also board your horse
Farms with horses/ ponies that are open to visitors
Tack/feed shop
Equine Practitioner/ Vet

Chowan

Boarding facilities
Riding trails

Cleveland

Facility for large equestrian events (serving 200+ participants)
Facility for small-moderate equestrian events less than 200 participants)
Boarding facilities
Riding lessons available to visitors
Hack horses/ horses to rent
Riding trails
Lodging that can also board your horse
Farms with horses/ ponies that are open to visitors
Tack/feed shop
Equine Practitioner/ Vet

Columbus

Facility for large equestrian events (serving 200+ participants)
Facility for small-moderate equestrian events less than 200 participants)
Boarding facilities
Riding lessons available to visitors
Hack horses/ horses to rent
Riding trails
Lodging that can also board your horse
Farms with horses/ ponies that are open to visitors
Tack/feed shop
Equine Practitioner/ Vet

Craven

Facility for large equestrian events (serving 200+ participants)
Facility for small-moderate equestrian events less than 200 participants)
Boarding facilities
Riding lessons available to visitors
Hack horses/ horses to rent
Riding trails
Farms with horses/ ponies that are open to visitors
Tack/feed shop
Equine Practitioner/ Vet

Cumberland

Facility for large equestrian events (serving 200+ participants)
Facility for small-moderate equestrian events less than 200 participants)
Boarding facilities
Riding lessons available to visitors
Hack horses/ horses to rent
Riding trails
Lodging that can also board your horse
Farms with horses/ ponies that are open to visitors
Tack/feed shop
Equine Practitioner/ Vet

Currituck

Facility for small-moderate equestrian events less than 200 participants)
Boarding facilities
Riding trails
Tack/feed shop

Davidson

Facility for small-moderate equestrian events less than 200 participants)
Boarding facilities
Riding lessons available to visitors
Hack horses/ horses to rent
Riding trails
Lodging that can also board your horse
Farms with horses/ ponies that are open to visitors
Tack/feed shop
Equine Practitioner/ Vet

Davie

Facility for large equestrian events (serving 200+ participants)
Facility for small-moderate equestrian events less than 200 participants)
Boarding facilities
Riding lessons available to visitors
Hack horses/ horses to rent
Riding trails
Lodging that can also board your horse
Farms with horses/ ponies that are open to visitors
Tack/feed shop
Equine Practitioner/ Vet

Durham

Facility for large equestrian events (serving 200+ participants)
Facility for small-moderate equestrian events less than 200 participants)
Boarding facilities
Riding lessons available to visitors
Hack horses/ horses to rent
Riding trails
Lodging that can also board your horse
Farms with horses/ ponies that are open to visitors
Tack/feed shop
Equine Practitioner/ Vet

Edgecombe

Facility for large equestrian events (serving 200+ participants)
Facility for small-moderate equestrian events less than 200 participants)
Boarding facilities
Riding lessons available to visitors
Riding trails
Farms with horses/ ponies that are open to visitors
Equine Practitioner/ Vet

Forsyth

Facility for large equestrian events (serving 200+ participants)
Facility for small-moderate equestrian events less than 200 participants)
Boarding facilities
Riding lessons available to visitors
Hack horses/ horses to rent
Riding trails
Lodging that can also board your horse
Farms with horses/ ponies that are open to visitors
Tack/feed shop
Equine Practitioner/ Vet

Franklin

Facility for large equestrian events (serving 200+ participants)
Facility for small-moderate equestrian events less than 200 participants)
Boarding facilities
Riding lessons available to visitors
Hack horses/ horses to rent
Riding trails
Farms with horses/ ponies that are open to visitors
Tack/feed shop
Equine Practitioner/ Vet

Gaston

Facility for large equestrian events (serving 200+ participants)
Facility for small-moderate equestrian events less than 200 participants)
Boarding facilities
Riding lessons available to visitors
Hack horses/ horses to rent
Riding trails
Farms with horses/ ponies that are open to visitors
Tack/feed shop
Equine Practitioner/ Vet

Graham

Hack horses/ horses to rent
Riding trails
Lodging that can also board your horse
Farms with horses/ ponies that are open to visitors
Equine Practitioner/ Vet

Granville

Facility for large equestrian events (serving 200+ participants)
Facility for small-moderate equestrian events less than 200 participants)
Boarding facilities
Riding lessons available to visitors
Riding trails
Farms with horses/ ponies that are open to visitors
Tack/feed shop
Equine Practitioner/ Vet

Greene

Boarding facilities
Riding lessons available to visitors
Farms with horses/ ponies that are open to visitors

Guilford

Facility for large equestrian events (serving 200+ participants)
Facility for small-moderate equestrian events less than 200 participants)
Boarding facilities
Riding lessons available to visitors
Hack horses/ horses to rent
Riding trails
Lodging that can also board your horse
Farms with horses/ ponies that are open to visitors
Tack/feed shop
Equine Practitioner/ Vet

Halifax

Facility for large equestrian events (serving 200+ participants)
Facility for small-moderate equestrian events less than 200 participants)
Boarding facilities
Riding lessons available to visitors
Riding trails
Farms with horses/ ponies that are open to visitors
Tack/feed shop
Equine Practitioner/ Vet

Harnett

Facility for large equestrian events (serving 200+ participants)
Facility for small-moderate equestrian events less than 200 participants)
Boarding facilities
Riding lessons available to visitors
Hack horses/ horses to rent
Riding trails
Lodging that can also board your horse
Farms with horses/ ponies that are open to visitors
Tack/feed shop
Equine Practitioner/ Vet

Haywood

Facility for large equestrian events (serving 200+ participants)
Facility for small-moderate equestrian events less than 200 participants)
Boarding facilities
Riding lessons available to visitors
Hack horses/ horses to rent
Riding trails
Lodging that can also board your horse
Farms with horses/ ponies that are open to visitors
Tack/feed shop
Equine Practitioner/ Vet

Henderson

Facility for large equestrian events (serving 200+ participants)
Facility for small-moderate equestrian events less than 200 participants)
Boarding facilities
Riding lessons available to visitors
Hack horses/ horses to rent
Riding trails
Lodging that can also board your horse
Farms with horses/ ponies that are open to visitors
Tack/feed shop
Equine Practitioner/ Vet

Hoke

Facility for large equestrian events (serving 200+ participants)
Facility for small-moderate equestrian events less than 200 participants)
Boarding facilities
Riding lessons available to visitors
Riding trails
Lodging that can also board your horse
Farms with horses/ ponies that are open to visitors
Tack/feed shop
Equine Practitioner/ Vet

Iredell

Facility for large equestrian events (serving 200+ participants)
Facility for small-moderate equestrian events less than 200 participants)
Boarding facilities
Riding lessons available to visitors
Hack horses/ horses to rent
Riding trails
Lodging that can also board your horse
Farms with horses/ ponies that are open to visitors
Tack/feed shop
Equine Practitioner/ Vet

Johnston

Facility for large equestrian events (serving 200+ participants)
Facility for small-moderate equestrian events less than 200 participants)
Boarding facilities
Riding lessons available to visitors
Hack horses/ horses to rent
Riding trails
Lodging that can also board your horse
Farms with horses/ ponies that are open to visitors
Tack/feed shop
Equine Practitioner/ Vet

Lee

Facility for small-moderate equestrian events less than 200 participants)
Boarding facilities
Riding lessons available to visitors
Hack horses/ horses to rent
Riding trails
Lodging that can also board your horse
Farms with horses/ ponies that are open to visitors
Tack/feed shop
Equine Practitioner/ Vet

Lenoir

Facility for large equestrian events (serving 200+ participants)
Facility for small-moderate equestrian events less than 200 participants)
Boarding facilities
Riding trails
Tack/feed shop
Equine Practitioner/ Vet

Lincoln

Facility for large equestrian events (serving 200+ participants)
Facility for small-moderate equestrian events less than 200 participants)
Boarding facilities
Riding lessons available to visitors
Hack horses/ horses to rent
Riding trails
Tack/feed shop
Equine Practitioner/ Vet

Macon

Facility for small-moderate equestrian events less than 200 participants)
Riding lessons available to visitors
Hack horses/ horses to rent
Riding trails
Farms with horses/ ponies that are open to visitors
Tack/feed shop
Equine Practitioner/ Vet

Madison

Facility for large equestrian events (serving 200+ participants)
Facility for small-moderate equestrian events less than 200 participants)
Boarding facilities
Riding lessons available to visitors
Hack horses/ horses to rent
Riding trails
Farms with horses/ ponies that are open to visitors
Tack/feed shop
Equine Practitioner/ Vet

Martin

Facility for large equestrian events (serving 200+ participants)
Facility for small-moderate equestrian events less than 200 participants)
Boarding facilities
Riding lessons available to visitors
Hack horses/ horses to rent
Riding trails
Lodging that can also board your horse
Farms with horses/ ponies that are open to visitors
Tack/feed shop
Equine Practitioner/ Vet

McDowell

Facility for small-moderate equestrian events less than 200 participants)
Boarding facilities
Riding trails
Tack/feed shop
Equine Practitioner/ Vet

Mecklenburg

Facility for large equestrian events (serving 200+ participants)
Facility for small-moderate equestrian events less than 200 participants)
Boarding facilities
Riding lessons available to visitors
Hack horses/ horses to rent
Riding trails
Farms with horses/ ponies that are open to visitors
Tack/feed shop
Equine Practitioner/ Vet

Mitchell

Riding lessons available to visitors
Riding trails
Tack/feed shop

Montgomery

Boarding facilities
Riding lessons available to visitors
Hack horses/ horses to rent
Riding trails
Lodging that can also board your horse
Farms with horses/ ponies that are open to visitors
Tack/feed shop

Moore

Facility for large equestrian events (serving 200+ participants)
Facility for small-moderate equestrian events less than 200 participants)
Boarding facilities
Riding lessons available to visitors
Hack horses/ horses to rent
Riding trails
Lodging that can also board your horse
Farms with horses/ ponies that are open to visitors
Tack/feed shop
Equine Practitioner/ Vet

Nash

Boarding facilities

New Hanover

Facility for large equestrian events (serving 200+ participants)

Facility for small-moderate equestrian events less than 200 participants)

Boarding facilities

Riding lessons available to visitors

Hack horses/ horses to rent

Riding trails

Farms with horses/ ponies that are open to visitors

Tack/feed shop

Equine Practitioner/ Vet

Onslow

Facility for large equestrian events (serving 200+ participants)

Facility for small-moderate equestrian events less than 200 participants)

Boarding facilities

Riding lessons available to visitors

Hack horses/ horses to rent

Riding trails

Lodging that can also board your horse

Farms with horses/ ponies that are open to visitors

Tack/feed shop

Equine Practitioner/ Vet

Orange

Facility for large equestrian events (serving 200+ participants)

Facility for small-moderate equestrian events less than 200 participants)

Boarding facilities

Riding lessons available to visitors

Hack horses/ horses to rent

Riding trails

Lodging that can also board your horse

Farms with horses/ ponies that are open to visitors

Tack/feed shop

Equine Practitioner/ Vet

Pamlico

Facility for small-moderate equestrian events less than 200 participants)

Boarding facilities

Riding lessons available to visitors

Riding trails

Farms with horses/ ponies that are open to visitors

Tack/feed shop

Equine Practitioner/ Vet

Pender

Facility for large equestrian events (serving 200+ participants)
Facility for small-moderate equestrian events less than 200 participants)
Boarding facilities
Riding lessons available to visitors
Hack horses/ horses to rent
Riding trails
Lodging that can also board your horse
Farms with horses/ ponies that are open to visitors
Tack/feed shop
Equine Practitioner/ Vet

Perquimans

Facility for small-moderate equestrian events less than 200 participants)
Boarding facilities
Riding lessons available to visitors
Farms with horses/ ponies that are open to visitors
Tack/feed shop

Person

Facility for small-moderate equestrian events less than 200 participants)
Boarding facilities
Riding lessons available to visitors
Riding trails
Lodging that can also board your horse
Farms with horses/ ponies that are open to visitors
Tack/feed shop
Equine Practitioner/ Vet

Pitt

Facility for large equestrian events (serving 200+ participants)
Facility for small-moderate equestrian events less than 200 participants)
Boarding facilities
Riding lessons available to visitors
Hack horses/ horses to rent
Riding trails
Farms with horses/ ponies that are open to visitors
Tack/feed shop
Equine Practitioner/ Vet

Polk

Facility for large equestrian events (serving 200+ participants)
Facility for small-moderate equestrian events less than 200 participants)
Boarding facilities
Riding lessons available to visitors
Hack horses/ horses to rent
Riding trails
Lodging that can also board your horse
Farms with horses/ ponies that are open to visitors
Tack/feed shop
Equine Practitioner/ Vet

Randolph

Facility for small-moderate equestrian events less than 200 participants)
Boarding facilities
Riding lessons available to visitors
Riding trails
Lodging that can also board your horse
Farms with horses/ ponies that are open to visitors
Tack/feed shop
Equine Practitioner/ Vet

Robeson

Boarding facilities
Riding lessons available to visitors
Hack horses/ horses to rent
Riding trails
Farms with horses/ ponies that are open to visitors
Tack/feed shop
Equine Practitioner/ Vet

Rockingham

Facility for small-moderate equestrian events less than 200 participants)
Boarding facilities
Riding lessons available to visitors
Hack horses/ horses to rent
Riding trails
Lodging that can also board your horse
Farms with horses/ ponies that are open to visitors
Tack/feed shop
Equine Practitioner/ Vet

Rowan

Facility for small-moderate equestrian events less than 200 participants)
Boarding facilities
Riding lessons available to visitors
Hack horses/ horses to rent
Riding trails
Farms with horses/ ponies that are open to visitors
Tack/feed shop
Equine Practitioner/ Vet

Rutherford

Facility for small-moderate equestrian events less than 200 participants)
Boarding facilities
Riding lessons available to visitors
Hack horses/ horses to rent
Riding trails
Lodging that can also board your horse
Farms with horses/ ponies that are open to visitors
Tack/feed shop
Equine Practitioner/ Vet

Sampson

Facility for small-moderate equestrian events less than 200 participants)

Boarding facilities

Riding lessons available to visitors

Riding trails

Tack/feed shop

Equine Practitioner/ Vet

Scotland

Facility for large equestrian events (serving 200+ participants)

Facility for small-moderate equestrian events less than 200 participants)

Boarding facilities

Riding lessons available to visitors

Farms with horses/ ponies that are open to visitors

Tack/feed shop

Equine Practitioner/ Vet

Stanly

Facility for large equestrian events (serving 200+ participants)

Facility for small-moderate equestrian events less than 200 participants)

Boarding facilities

Riding trails

Tack/feed shop

Stokes

Facility for small-moderate equestrian events less than 200 participants)

Boarding facilities

Riding lessons available to visitors

Riding trails

Lodging that can also board your horse

Farms with horses/ ponies that are open to visitors

Tack/feed shop

Equine Practitioner/ Vet

Surry

Facility for small-moderate equestrian events less than 200 participants)

Boarding facilities

Riding lessons available to visitors

Riding trails

Tack/feed shop

Equine Practitioner/ Vet

Swain

Boarding facilities

Hack horses/ horses to rent

Riding trails

Union

Facility for large equestrian events (serving 200+ participants)
Facility for small-moderate equestrian events less than 200 participants)
Boarding facilities
Riding lessons available to visitors
Hack horses/ horses to rent
Riding trails
Lodging that can also board your horse
Farms with horses/ ponies that are open to visitors
Tack/feed shop
Equine Practitioner/ Vet

Vance

Boarding facilities
Riding lessons available to visitors
Hack horses/ horses to rent
Riding trails
Lodging that can also board your horse
Tack/feed shop
Equine Practitioner/ Vet

Wake

Facility for large equestrian events (serving 200+ participants)
Facility for small-moderate equestrian events less than 200 participants)
Boarding facilities
Riding lessons available to visitors
Hack horses/ horses to rent
Riding trails
Lodging that can also board your horse
Farms with horses/ ponies that are open to visitors
Tack/feed shop
Equine Practitioner/ Vet

Warren

Facility for large equestrian events (serving 200+ participants)
Facility for small-moderate equestrian events less than 200 participants)
Boarding facilities
Riding lessons available to visitors
Riding trails
Farms with horses/ ponies that are open to visitors
Tack/feed shop
Equine Practitioner/ Vet

Washington

Boarding facilities

Watauga

Facility for large equestrian events (serving 200+ participants)
Facility for small-moderate equestrian events less than 200 participants)
Boarding facilities
Riding lessons available to visitors
Hack horses/ horses to rent
Riding trails
Lodging that can also board your horse
Farms with horses/ ponies that are open to visitors
Tack/feed shop
Equine Practitioner/ Vet

Wayne

Facility for large equestrian events (serving 200+ participants)
Facility for small-moderate equestrian events less than 200 participants)
Boarding facilities
Riding lessons available to visitors
Hack horses/ horses to rent
Riding trails
Lodging that can also board your horse
Farms with horses/ ponies that are open to visitors
Tack/feed shop
Equine Practitioner/ Vet

Wilkes

Facility for large equestrian events (serving 200+ participants)
Facility for small-moderate equestrian events less than 200 participants)
Boarding facilities
Riding lessons available to visitors
Hack horses/ horses to rent
Riding trails
Lodging that can also board your horse
Farms with horses/ ponies that are open to visitors
Tack/feed shop
Equine Practitioner/ Vet

Wilson

Boarding facilities
Riding lessons available to visitors
Hack horses/ horses to rent
Farms with horses/ ponies that are open to visitors

Yadkin

Facility for large equestrian events (serving 200+ participants)
Facility for small-moderate equestrian events less than 200 participants)
Boarding facilities
Riding lessons available to visitors
Hack horses/ horses to rent
Riding trails
Lodging that can also board your horse
Farms with horses/ ponies that are open to visitors
Tack/feed shop
Equine Practitioner/ Vet

Yancey

Riding lessons available to visitors

Hack horses/ horses to rent

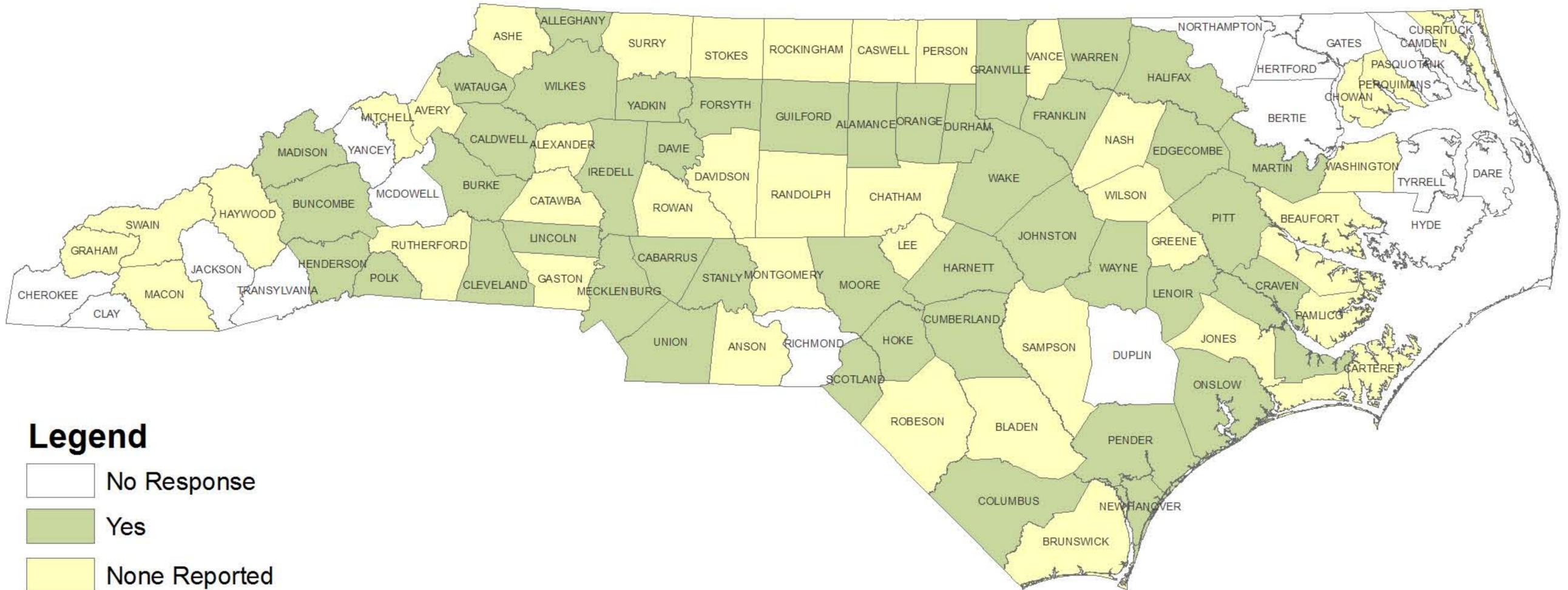
Riding trails

Tack/feed shop

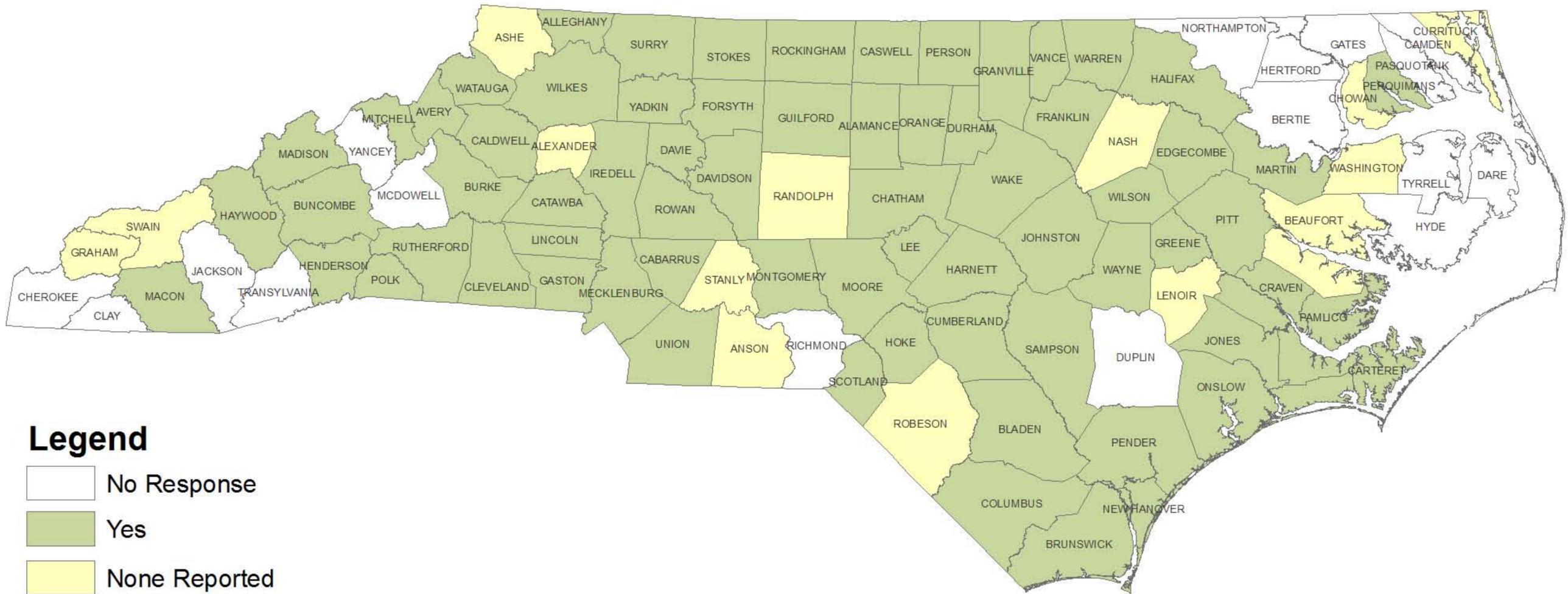
Equine Practitioner/ Vet

Appendix B
Equine Amenities Mapped by County

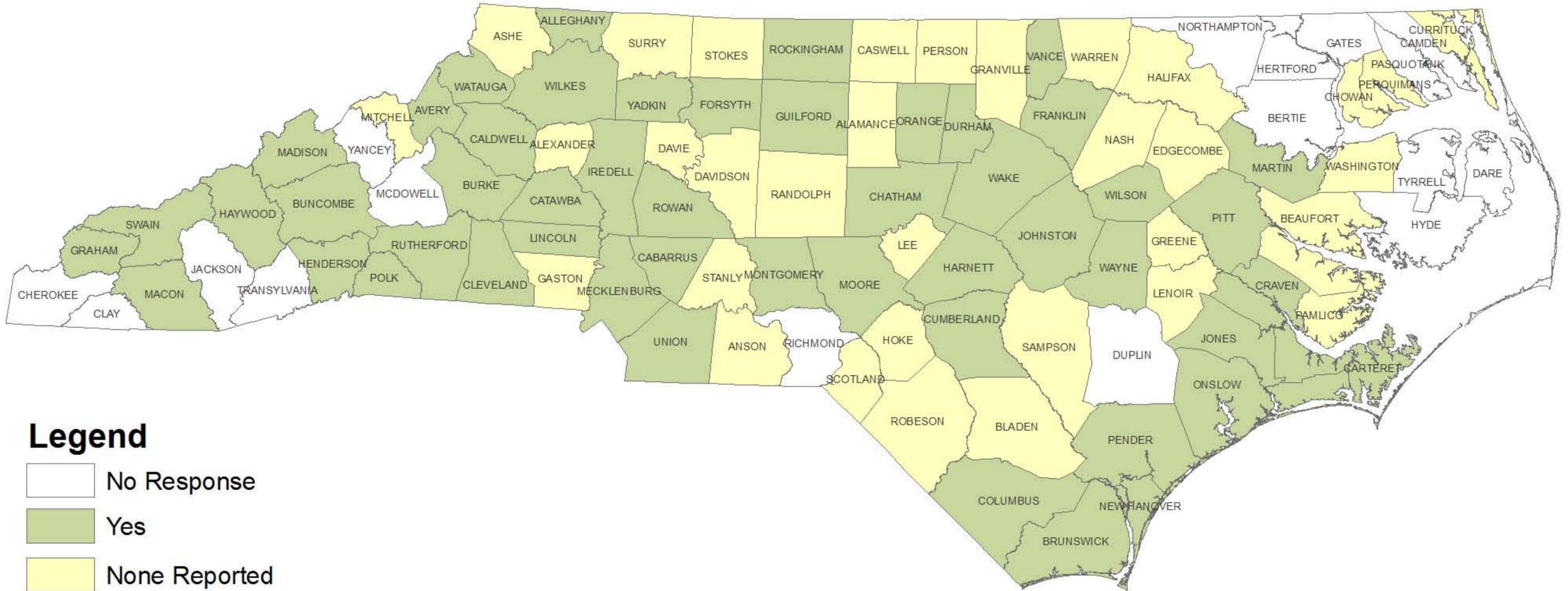
Large Event Facility (serving 200+ participants)



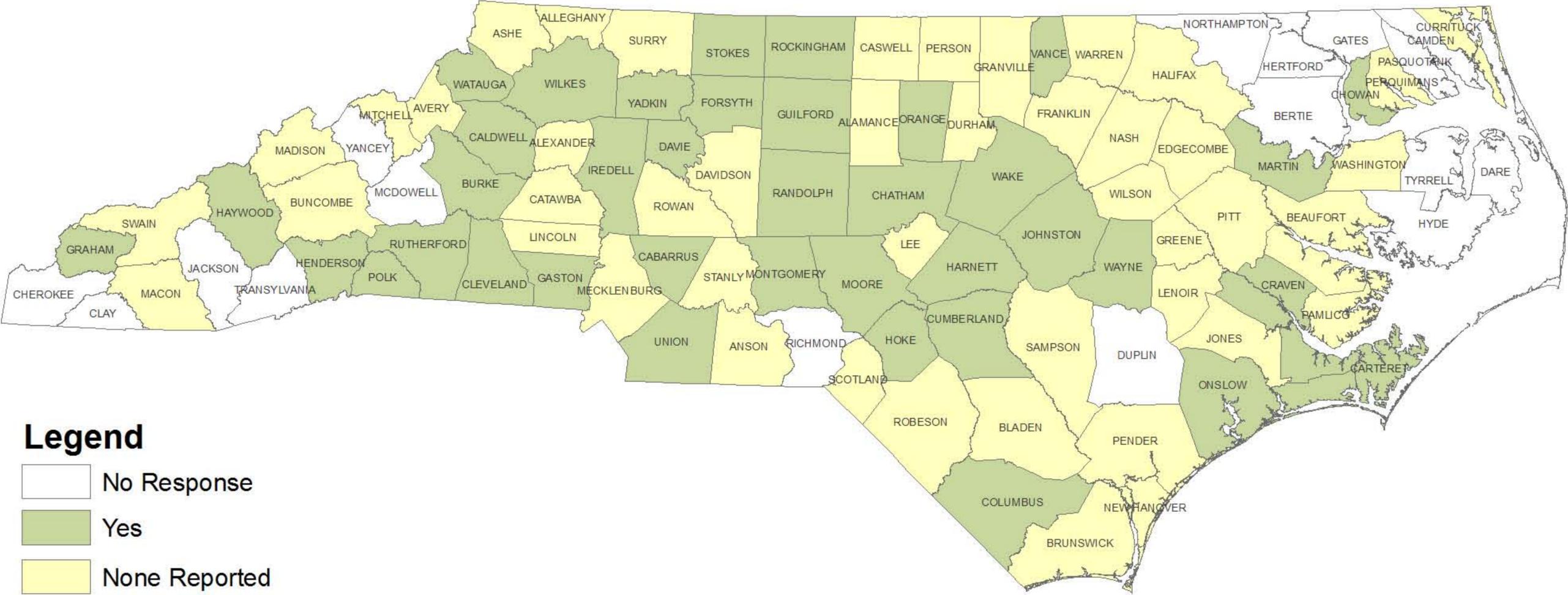
Riding Lessons Available to Visitors



Hack Horses / Horses to Rent



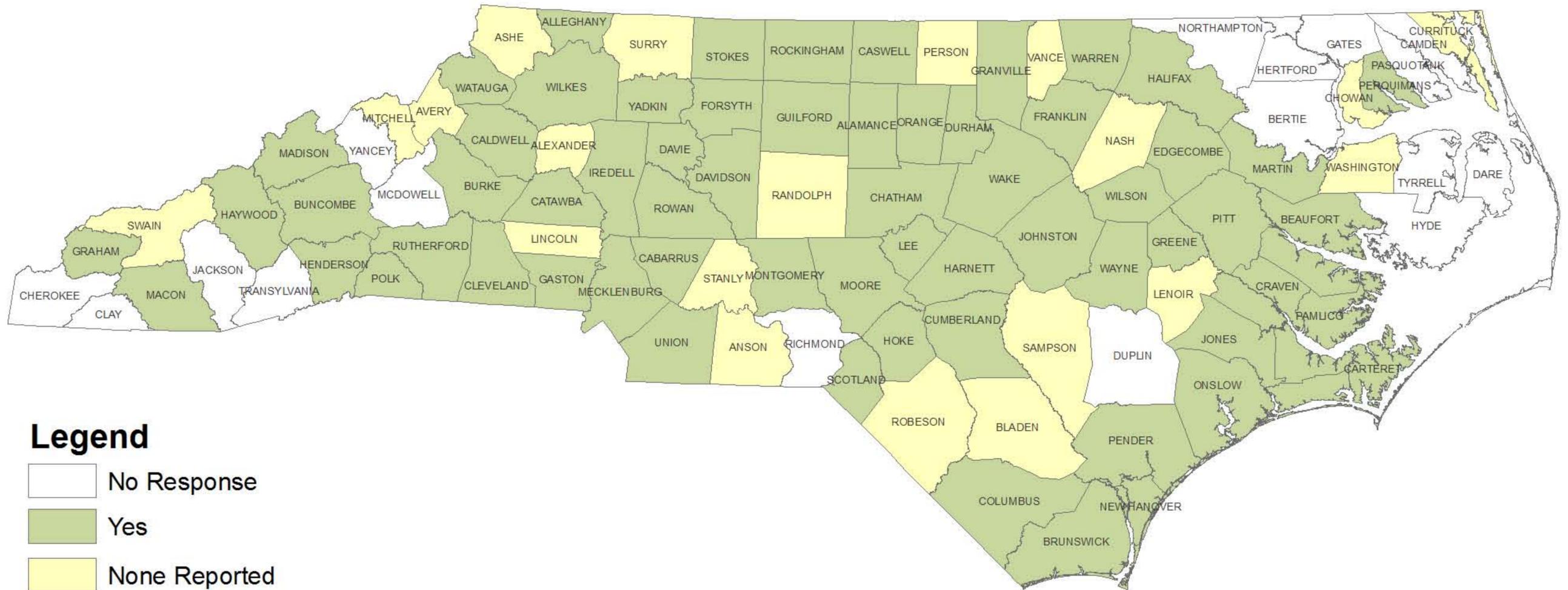
Lodging That You Can Also Board Horses



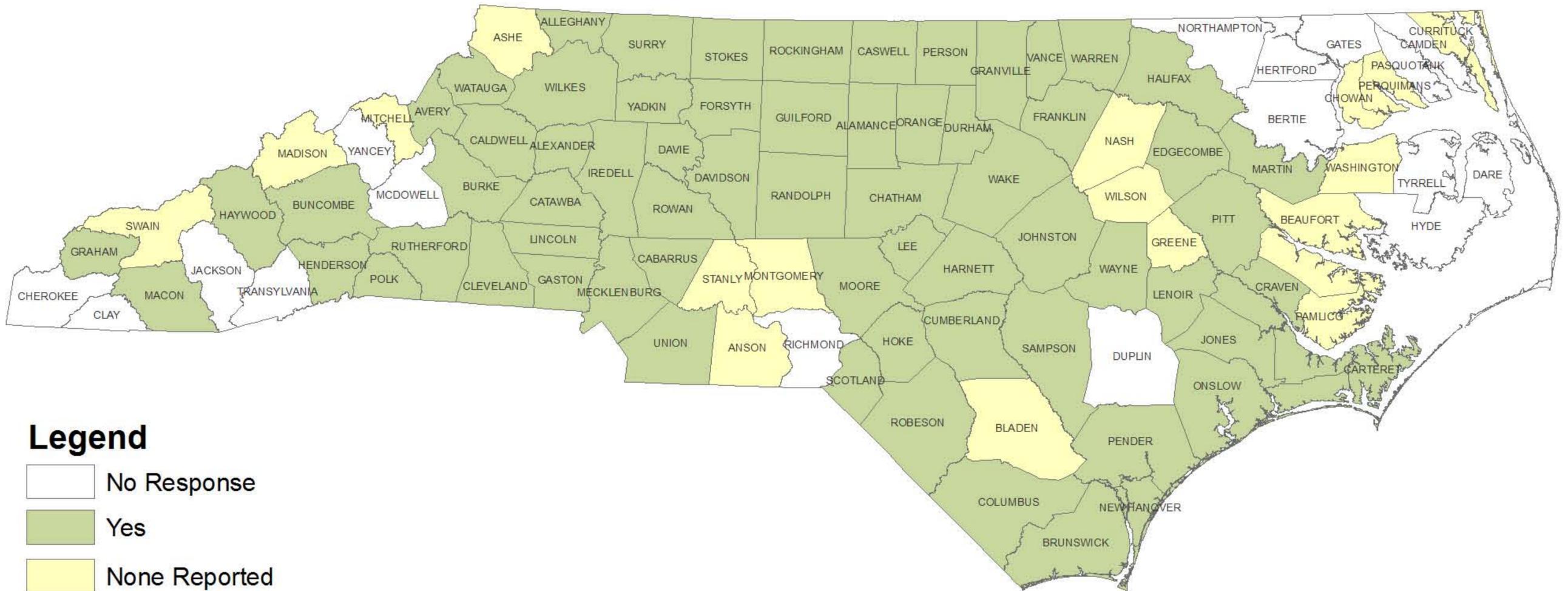
Legend

- No Response
- Yes
- None Reported

Farms with Horses / Ponies that are Open to Visitors



Equine Practitioner / Vet



Legend

-  No Response
-  Yes
-  None Reported

Appendix C

What barriers do you see to developing this industry in your county?

- \$\$\$\$\$\$\$\$\$\$
- 1) Trail use conflicts with other recreationists - from passive recreation (birdwatching, hiking,) too more active like ATV. 2) Perception that horsepeople do not clean up after themselves or are only interested in their own pursuits and not other recreationists or the health and welfare of the community in general. 3) Concern with water quality issues as a result of horse dung being left on trails 4) concern with off trail riding that damages sensitive and vegetative species; and/or riding in non-designated areas. 5) Horse farms that consume large acres and thus replace large tracts of natural areas and open space.
- Transitioning land use from agriculture to horse-related economic activities 2) Lack of zoning ordinances in the county 3) Lack of permanent peripheral businesses to support location of more equine owners
 - Limited physical facilities. 2. Lack of an organized and active horseman's association. 3. No mutual supportive attitude among equine professionals. (Independence and jealousies) 4. Lack of overall support from citizens.
- Communication/advertising, 2. 'Turf protection' by other recreational trail users such as hikers, bikers, four wheelers, 3. Urban relocators unhappy with livestock odors, etc.
- Resistance by NC parks & recreation to allow horses in the local state parks 2. Resistance by cherry hospital farms to allow horse trails. There is adequate property to allow for horse facilities for overnight boarding, trails and camping. 3. Wayne county livestock development does not see the need for good footing for riding activities at the fair grounds and there have been lame horses after horse events at the fair ground due to poor footing resulting in decreased participation 4. Limited number of large animal vets in Wayne Co 5. Wholesale feed dealers are unwilling to support small business dealers. 6. Offer more equine related studies. Animal Science I & II are the only animal studies offered for high schoolers who intend to pursue a career in an equine field whether vet school or other related field. 7. Wayne Community College needs to offer Animal Science courses and Equine Courses. New campus has a large property that could support equine facilities
- Support by the local county government (commissioners, chamber of commerce, town manager, etc. 2. Getting the various disciplines and groups unified to work together to promote the industry. 3. Finding land available at reasonable prices to develop facilities where showing and events could be held
- The cost of land 2. Large parcels of land being split into small pieces
- A large equine facility open to anyone
- Additional funding for expansion of facilities, lack of supporting tourism activities to entertain visitors during free time.
- Adequate space and boarding facilities.
- Adequate facilities for horse events. County members who see the economic impact benefit of equine events.
- Advertisement, getting the word out about what is here in Harnett County
- Advertising/marketing, liability
- Affordable cost Central location Safe horses
- Affordable equine insurance!
- All of the 'horse people' in our county are back yard horses. We have had little response in organized horse programs and activities. They mainly like to load up and travel to other areas to ride on some weekends.

- All the potential in the world but would be starting from the beginning. Have the environmental factors (land, people, access) but none of the established structures. County is already established as a tourism market for water-based activities, though.
- A lot of people do not recognize the impact on the economy that horses bring to this county.
- Amount of land available
- Area is growing in population quickly. Quality land prices are increasing dramatically.
- As we are known as the SANDHILLS, our county is of prime importance in the horse industry because of the superb footing. Many Olympians come to Moore County year after year to train, usually in winter sessions, for the upcoming year.
- Attitude of the NC Department of Agriculture toward the equine industry
- ATV problems
- Availability of facilities
- Available Land Trails on Private Land
- Available land and financing
- Available land for horse trails and available dollars for development.
- Awareness of what's available, competition with other counties especially if everyone starts to develop 'equine tourism', knowledge of what really constitutes 'equine tourism'
- Bad economic times.
- Bikers, hikers, and developers.
- Buy in from the public time and resources not bring the right players to the table not including aspects of youth development
- Caswell County doesn't have much money or clout in Raleigh to get funds. The County Commissioners are uninformed about how much of a financial draw having equestrian facilities would be for the county, especially since we still have a lot of open land, 30 minutes from Greensboro. The proposed equestrian center for Rockingham will be a great benefit to the area.
- City and county government
- City/County Planning and Zoning Departments, government officials, current regulations
- Clear cutting Large tracts of land being sold for housing
- Commitment of those in the industry. Equine people are very focused on their specific discipline and only a few have the bigger picture in mind.
- Communication among people interested. Space to organize.
- Continued development and growth; I am not in favor of any more public financing of anything new for equine tourism in the county -- somewhere else in the state maybe but not here.
- Coordination and education as to the economic benefits.
- Coordination and promotion. Getting Extension to support the time and effort from agents
- Cost property is currently being sold at a very high price for development
- Cost of equipment for housing horses.
- Cost of land
- Cost of Land Lack of Moore County show grounds (Carolina Horse Park is in Hoke Co.)
- Cost of land for pastures
- Cost of land per acre, that is close enough to where people live. To have a facility to offer boarding, training, trail riding, ring riding, and show competition would take at least 40 acres or maybe more.
- Cost of land, Cost of maintaining facilities

- County Administrators are not open to the idea of agri-tourism of any type. They prefer not to rezone agricultural/residential area to accommodate agri-tourism. They stated to us they would prefer to rezone as strictly residential.
- County Commissioner not forward thinking enough to implement programs
- County funding for equestrian tourism events
- COUNTY GOVERNMENT LOCAL EXTENTION AGENT
- County Parks and Recreation do not realize the potential of the market available. They refuse to build a cover on the arena at Latta Equestrian Center and have for decades. Shows, income, economic impact have been ignored. It is the best Equestrian possibility for marketing in Mecklenburg County. It is a huge hurdle.
- Currently, the trails are being over ridden and run down. It is a continuous battle to keep trails open to horses because of this. I do not wish to promote equestrian tourism in DuPont until equestrians start putting back into the forest either by volunteer work or their money to Friends of DuPont to go back into trail maintenance. We have one club that works each month but that doesn't keep up with the usage. Also, the equestrians need to organize and proact regarding trail usage when trails are up for restricted usage and promote a better public image by showing courtesy to other users, cleaning after their horses in the parking lots, and showing their support to the forest service regarding trail maintenance.
- Developers
- Developers/Builders eating up farms, pastures, and land to build housing developments; there has been monies approved in 1998 for a Livestock Exhibition Center in Statesville, but a hurricane caused diversion of the funds.... our Iredell County Reps, & Senator introduced a bill this year in the short session for re-appropriations of those funds, but the bills did not make it into the budget.... would like to see those bills introduced again in the long session.... the land is there... next to the Iredell County Agricultural Center, and the city of Statesville has committed another 10 acres, and the County Commissioners and Statesville development people are very interested in seeing a 'multi - use' agricultural center built, our current Fairgrounds is too old and too small for just about anything....this Cattle/Equestrian/Livestock Center could eventually become a 'Regional Fair Complex.' for equestrian events for surrounding counties, as Iredell is halfway between Fletcher and Raleigh, and is on the intersection of I-40 & I-77, with easy access to the planned center. We also need the County Planners to help us develop a plan for greenways and reserve land for trails, and to allow horses on those trails. Iredell County is a leader in agriculture, yet has no real horse trails.... we have to leave this county for trail rides. Lake Norman State Park has allowed bikers to build a trail and they even ride on the nearby country roads... Duke Power still owns a LOT of land around Lake Norman/Southern Iredell County.... it would be an incredible donation for them to designate some land for equestrian events. Horse owners are fairly quiet people, so their voices need to be heard, and an equestrian center construction needs to be advertised and brought into the public eye, get some press, and put out the results of the Equestrian Economic study, so those that listen to money, can hear it loud and clear how important horses are to the economy!
- Developing consensus for planning
- Developing Subdivisions
- Development - most will have to move into Union/Gaston/Cabarrus counties.
- Development and promotional money Related equine activities
- 'Development' gone mad - builders wanting to use every square foot of space to put in new housing developments, causing farms and facilities to have to sell out to them.
- Development of land used for trails and to stable horses. Politics among the horse community and their major differences on how the horse industry 'should' be.
- Development of open land. Taxes pricing out businesses - specifically riding schools.

- Do not have that much of an equestrian community in the count.
- Economics
- Educating or recruiting
- EDUCATION TO THE GENERAL PUBLIC AND TO THE COUNTY COMMISSIONERS
- Education----a large majority in this county still view horses as back yard pets who only need grass to live on and do not see horses as a part of an industry. Educating people that spending money on horses in Union Co is a worthwhile project is a tough sell.
- Encroaching development on rural areas
- Entirely too much real estate development for houses that all look alike and are crammed in developments like sardines. No thought processes exist that take into consideration the impact of traffic, nor do they consider the impact to the 'raw' land itself. It's all disappearing to rows of ugly homes. I myself will look outside Mecklenburg County the next time I move.
- Equestrians not involved in county government.
- Failed facility in Cherryville area that purchased land with taxpayer's money & is still in debt. Small farms, stables, & equine owners would be able to develop this industry WITHOUT debt with local government planning & marketing assistance.
- Finances
- Financial accessibility, need someone to help us in obtaining grants and writing them.
- Financial barriers. Unavailable land that is still in farming.
- FINANCIAL
- For trail riders it is getting more and more difficult to find places to ride.
- Fuel cost for traveling to areas of interest with horses.
- Funding
- Funding
- Funding
- Funding
- Funding Land Use
- Funding politics
- Funding and land
- Funding and land
- Funding will always be a barrier for the development of this industry. There has been talk for many years of an equestrian center in my county, not sure if it will ever happen.
- Funding, We are not in a large Metropolitan area, Funding to upkeep facility, Local's will not be willing to foot the expense. Rise of taxes, etc to keep facility afloat... Most St. facilities are not being maintained well. How can a county expect to maintain one? Demand may not be sufficient...
- Funding, marketing, competing tourism industries like arts
- FUNDS
- FUNDS
- Funds for a facility Organization to lead the effort
- Geographic isolation and continued use of the uwhaurrie national forest for trail riding
- Get people organized with a common goal.
- Get the county to recognize the Equestrian industry.
- Getting enough money from the state to build the facility to house other equestrian events.
- Getting people to commit and become involved.
- Getting support from the County Commissioners.
- Getting the word out.

- Goldsboro Milling Company unwilling to share land for trail riding. County officials unwilling to open Waynesboro Park and Cliffs of the Neuse Park to horseback riding.
- GOVERNMENT STOPPING TRAIL RIDING ON GOV TRAILS
- Greed. Heartless developers. Over priced land.
- Guilford County Parks and Rec Dept is anti-horse.
- Harnett County has some wonderful rural areas that would be excellent prospects for equine tourism development. It would have to be developed from a very early stage, to include the procurement and designation of land for the use.
- Having a large horse arena to host larger shows that has boarding facilities.
- Having the budget and personnel to provide leadership and coordination to an all out project development. Of course, marketing is a great need to get the word to the publics. Also, there has never been a promotion by horse husbandry for equine tourism as an industry.
- Having the public recognize that horse owners use public services the least and has a billion dollar impact on the state's economy.
- High initial investment to develop a business of this nature. Entrepreneur would have to be prepared to sustain the business until it could generate a good cash flow.
- High rate of development and governmental regulation for use of remaining land resources.
- Hikers
- Horse folks are all gung-ho to begin with but nobody really wants to step up and do the work. General population/landowners have a 'bad taste' in their mouth about horse owners and equestrian events.
- Horse trails - We have a wonderful state park, Medoc Mountain, that currently does not have riding trails. However, Medoc has recently acquired new lands that would make incorporating a horse riding trail into their offerings a possibility. We just need to jump on the idea while the planning process is happening.
- Horses are becoming VERY popular in our county...as an 'active' horse rider myself, I feel that an indoor arena would be IDEAL for this area. I help organize clinics and rodeos (outside of my work--personal interest), and think this would be extremely advantageous.
- Horses are not considered an industry.
- Housing development, lack of continuous parks for mileage over 10 miles of trails
- Housing development traffic money time
- Housing development in rural areas increasing sharply
- Housing developments, shopping centers, and big industries.
- Hunting clubs are going to scoop up all the available land before horse owners get their ducks in a row.
- I do not see any barriers other than possible conflicts with properties delegated for hunters in hunting season. I think more horse facilities would be great for youth and older people alike.
- I don't think equestrian tourism is a large industry to start with. Our county has several private training/lesson farms but none that are open to the general public. We also don't have large show/event facilities to draw tourists to the area.
- I see a barrier because we don't advertise a lot. We need to advertise more to bring more interest into our area.
- If and WHEN the USDA's NAIS plan goes into full effect, it will prevent any type of 'Equestrian Tourism', along with any other 'Agri-Tourism' in general, as it will force the small farmers/private producers out of business. NAIS is the foremost 'barrier' and it MUST NOT be implemented. Development is another barrier, through loss of 'green space' and increasingly higher property taxes to cite but two examples of the adverse impact of development.
- If the land were used that Brunswick County is proposing I don't think there would be too much we would have opposition.

- Ignorance on the part of many locals as to the benefit of attracting equestrians and equestrian events
- Improper land use
- In Guilford, lots of development precluding horse activities in areas where it was. In Rockingham, not enough \$.
- Increasing development and urbanization.
- Increasing Development Pressures. Promotional Activities
- Increasing development, resulting in reduced open space. Money-need of public funds for other priorities. Trail riding venues that are available (e.g. Hill Forest, LR State Park) are common property resources that are overused, resulting in abuse of the property and restricted access. Need a way to organize users and fairly ration access.
- Inertia. Lack of vision and creativity. Lack of proactive governmental leaders.
- Insufficient vision/investors Washington in Beaufort County is currently experiencing an upswing in local water sport tourism. Very few other activities limit involvement from those passing through and willing to stop and play.
- Insurance
- Insurance land availability timing on beaches
- Insurance for riding on local farms still an issue.
- Investors
- It is costly and many communities are establishing similar programs, therefore making it highly competitive.
- Just need the 'go ahead' and continue to strive to meet the needs of the county's equine community.
- Keeping land open for equestrian activities
- Lack of a common goal. Several organizations that do their 'own' thing and don't pull their resources to work together. Money. Advertisement or information is non-existent; or I just don't know where to get the information; which is a problem in itself.
- Lack of a community arena. Currently working on getting one.
- Lack of a large area for shows. Spring Bank has a covered riding arena but will not accommodate large numbers.
- Lack of activism by horse owners, lack of resources for building trails capable of handling multi-use user groups (though the county is developing a master plan for recreation & trails) Lack of understanding about facility 'sharing' with mountain bikers and hikers
- Lack of advertisement. Lack of education.
- Lack of commitment lack of willingness to fund short term gain preferred to long term vision
- Lack of communication
- Lack of community support for what is seen as the sport of the wealthy. Litigation worries for farm owners trying to teach riding. Liability concerns are the main reason there are so few 'horse for hire' riding farms.
- Lack of county fathers' knowledge of the entire industry. The start-up funding would be difficult to get.
- Lack of designated riding trails facility to board large numbers of horses no vet in the area willing to treat large animals
- Lack of direction and organization
- Lack of education in the general population of the economic benefits of equestrian activities
- Lack of facilities for trail riding/camping lack of organized shows in this county we have a facility, just not the support of the county to push for more shows at the Events Arena.
- Lack of facilities available, working knowledge of the sport, business interest

- Lack of facilities for events
- Lack of financial support
- Lack of 'forward thinking' Not believing it can work Thinking it costs too much to get started Lack of someone to take the reins and get started
- Lack of free or open space. Need to address Liability issues.
- Lack of funding and promotion
- Lack of funding. Lack of cooperation with state/Fed entities to establish parking/access points for lands that usable for horse use. Lack of funding!
- Lack of funding. Lack of competent local government.
- Lack of funds we have plenty of country
- Lack of 'group' equestrian activities in the county
- Lack of Gun Control. I have small shows and clinics at my farm. If the neighbors to decide to ruin the day, they can.
- Lack of hotels, gas stations, restaurants close to horse facilities
- Lack of income to support-- people wanting to keep horses at home as pets vs. in big barns with professional trainers; the people with money more interested in beach houses and boats than spending a great deal of money on horses--esp. show horses
- Lack of information and the education to understand how important an equestrian facility would be to Rockingham County and surrounding area.
- Lack of infrastructure. Traffic congestion in trails areas. Insurance costs.
- Lack of interest at County government/ commissioner level
- Lack of interest by county. One park, River Bend, was recently closed to horses.
- Lack of knowledge and lack of leadership/focus
- Lack of knowledge of equine tourism possibilities
- Lack of knowledge to the extent of income equine business brings to this area.
- Lack of knowledge. Horses are better paying than cattle but farmers don't have money to invest to set up riding facilities.
- Lack of land and landowners who do not understand the liability issues. Lack of a cohesive voice among the different riding styles.
- Lack of land for agrarian purposes.
- Lack of land for trail rides Lack of facilities for horse events
- Lack of land to trail ride on
- Lack of large enough facilities other than Williamston.
- Lack of need compared to many other priorities that are certainly more sorely needed.
- Lack of nice/large equestrian facilities, lack of public access trails.
- Lack of organization lack of facilities lack of interest
- Lack of organization. Lack of a focus or lack of groups working toward a common goal. Lack of funding for facilities
- Lack of organization. It is not easy to find horse related events/activities in Charlotte, let alone the Carolinas.
- Lack of 'other' interests to draw visitors in- i.e. no industry, poor county, no shopping districts, no good restaurants, lodging, etc. Also lack of desire for new things and change by people in county seat and governing body of Yanceyville.
- Lack of overall County interest. Most people in this county would not fund making and supporting riding trails. I don't think most lodging is sympathetic to horse people.
- Lack of planning and \$\$ for horse trails; parks planned for hiking and biking but not horses; limited parking at regional trails like Umstead in Raleigh; lack of tax incentives for horse operations that are not now considered 'farms', i.e. are not breeding horses, but rather boarding, training, trails rides, etc.; local ordinances that require special use permits for 'stables' but not 'farms'.
- Lack of public facilities to hold events
- Lack of riding trails

- Lack of riding trails Too many new subdivisions evading horse farm land Hunting on Sunday if allowed in horseback riding areas
- Lack of stadium facilities
- Lack of support from very divided board of commissioners.
- Lack of trails and places to ride
- Lack of understanding by local government about the need for these types of programs.
- Lack of understanding/support from the County government.
- Lack of vision on the part of county officials (with a few exceptions). Rapid growth with inadequate planning.
- Lacking open space/land.
- Land boarding facilities
- Land being gobbled up by developers and the 'suburbanization' of rural Union County; financial value associated with the land; infrastructure limited (adequate roads and lodging in the eastern, more undeveloped, part of the county)
- Land developers closing trails.
- Land development
- Land development and dwindling open space
- Land is a hard find. There doesn't seem to be an interest. 'Tourist' come to this area to visit the beach and tend not to stop in this county.
- Land is expensive and getting more and more developed. Most facilities are moving into adjoining counties -- Rockingham, Randolph, etc. Not many riding trails, most of abandoned railroad rights-of-way already lost.
- Land prices are high
- Land prices very high, hard to purchase enough for trails
- Land values are growing exponentially, makes it difficult for land owners to keep/preserve large parcels of land rather than selling to developers.
- Landowners Insurance
- Large Indoor Facility for events, and lodging with animal boarding facilities nearby.
- Large parcels of land being chopped up for areas too small to support equestrian activities. Need equestrian zoning - at least 10 acres for a farm.
- Large sized farming and land ownership lack of a public facility
- Larger facilities and volunteer groups for organizing events
- Larger facility for organized events, opening our public beaches during the off season to organized beach rides, county commissioners,
- Leadership
- Lee County is relatively small and does not have a large number of visitors - most people go straight to Southern Pines for equestrian and golf purposes. Also, need a reliable equine-only or large animal veterinarian in Sanford, the largest city in Lee County. There is an all-animal veterinary hospital in Sanford, but most equine medical issues require more specialty and veterinarians are brought in from Apex or Southern Pines.
- Less and less trails and more guided rides. Sunday Hunting Too many rules and not enough access to the beaches
- Liability
- Liability Insurance No matching financial resources other than REINS
- Liability issues and insurance
- Limited available land
- Limited awareness of potential limited resources limited access to open land fragmented horse community narrow focus on big tourism - NASCAR, Mega-malls
- Little or no organized equestrian involvement in land conservancy, planning boards, etc
- Local anti-horse people attitude
- Lodging transient horses

- Losing land to ride on
- Loss of funding for state parks. Public opposition to horses on Cone Park trails.
- Loss of land for equestrian activities
- Loss of land to developers. Misunderstanding of a public not used to keeping open spaces and trails for the hiker, bike rider and horse.
- Loss of large tracts of land to development
- Loss of rural land to development (subdivisions, retail shopping centers, offices)
- Lost in big city whereas less populated areas the industry is easy to id.
- Lots of construction/land development
- Low income, somewhat remote from the mainstream horse community of Southern Pines
- Low population density - enough customers within driving distance?
- Maintain open land.
- Maintaining trails as easements on private property.
- Making 'good' trails through the croatan. Not letting them close the beach to horses
- Manpower!
- Marketing
- Marketing, legal issues
- Misunderstanding, narrow-mindedness, greed
- Money
- Money
- Money
- Money
- Money
- Money Liability Lack of Knowledge
- Money Spearheader/Organizer
- Money / Sponsors
- Money and interest in professional horsemanship. There are a lot of backyard farms that may not know the smart and healthy way to maintain horses or offer lessons or horses for rent.
- Money and land
- Money and Land
- Money to update some facilities
- MONEY!! Hurricanes, especially if constructing within 15 miles of the ocean.
- Money, developers taking up the land and trails for profit and not caring
- Money; Vision by leaders
- Monies, and lack of knowledge about horse industry in general
- Monies, organizers and operators of such an endeavor, land acquisitions, agreements on location, overseer for the monies needed.
- Most all parks are dedicated to baseball & soccer. I was on a committee that tried to get a horse park constructed, and it never got off the ground. I think if the 3 counties, New Hanover, Pender, Brunswick, got together, it would be more viable. There are a tremendous amount of horses in this area, and no real good facility for their use.
- Most of the leaders on tourism board have no interest or knowledge about the horse industry. Need a partnership with St. Andrews to make it happen. Their facilities are outstanding.
- Most trails are maintained by the people who ride them; it is by the grace of the landowners that we have access to them. There are always some trouble makers that make it hard for everyone else
- Mostly stupid people ruining it for the rest of us who are responsible. Land that was formerly allowed to be used for horse riding etc, use curtailed by landowners fearful

of lawsuits if somebody gets hurt. Possible land use conflict if Sunday hunting goes into effect.

- Motorcyclists and others who want the same land to ride on.
- Natural beauty of surroundings being impacted by aggressive home building
- Need for development of overall marketing plan and facilities to host larger horse shows.
- Need someone to lead the initiative, gather the information, and develop the program. -Many horse people are not set up to handle 'tourists' -And there may be a disinclination to be listed in a brochure that's distributed at tourist info centers
- Need the businesses to be consistent in hours and not by appt only.
- Neigh-sayers not familiar with industry and its positive economic impact on a community
- No facility to have large shows or competitions but Statesville is a great location since we are at the intersection of Interstates 77 and 40 and in the center of the state. Convenient for people traveling from Tennessee and points west. Also convenient for people coming from Virginia or South Carolina. People could get right off the interstate and not have to travel long distances on back roads with their rigs.
- No formal riding trails, No facilities,
- No industry, no other reason to come to the county except to enjoy open space and trails of the Croatan National Forest.
- No interest from county government
- No large public areas available for riding. And I certainly don't advocate TAKING personal property for this use.
- No major city nearby a potential facility site, thus limited hotels and restaurants.
- No major public indoor riding facility to host clinics etc. No major riding public facility or show ring. No public trails for horses that I am aware of. There are quite a few private lands with trail riding but none are open to the public at this time.
- No one around here that has any pull is into horses, that is why the only Park in the whole area including surrounding counties has to horse parks, the only one is So. Mountain State Park in Burke County. The rangers at River Bend didn't like horses so they were able to get it closed the original board member who got it open for horses and hikers moved away.
- No one is doing the actual work of trail clearing and finding contiguous trails to ride. Lack of state funding for proposed livestock/equestrian facilities.
- No one sees significance of potential industry and no one really has any idea how many horses are in the state or the contribution they make to the economy. Need extensive survey done by someone other than government agencies (so right info will be disclosed). Rapid development of usable land for horse activities. There are not too many barriers. The industry is thriving in Henderson County.
- No public access to trails on national forest land
- No remaining open space and the cost of land is ridiculous
- No State Parks in the county. All riding is done on private lands.
- No tax exemption for equestrian real property
- No visible organization regarding the development and/or maintenance of trails.
- None - it already exists, and has been a driving force since the 1920's.
- None what so ever.
- None!
- None, an equestrian facility in Rockingham County is a perfect location. Just off 29 provides easy access for the various 'circuits' of showing. It gives a boost to the local economy not to mention the huge education benefits. Supplying exposure to our young people in the ag business that is changing.... this is a growing industry with all kinds of fields that branch out from that weekend horse show, clinic, or any other kind of event (goat shows, sheep, cattle, dogs, flowers, etc.)

- None, because it really already exists in Moore County. Though, limiting development to certain areas is important.
- None. Just need leadership in organizing events.
- None. There is no zoning.
- Non-horse people who don't realize the benefits of developing equestrian tourism; funding
- Not enough educated people. Not only does this county but also the state and country sorely suffer from quality equine studies programs. I have come to discover that the UK is a great source and intend to study there. This includes proper sword and estate management.
- Not enough facilities large enough to hold bigger events.
- Not enough farmland being sold to create a large enough equine facility/industry. It would only take one facility to get this ball rolling and create an equine atmosphere.
- Not enough interest in horses or a lack of knowledge of horses and the lack of talented trainers.
- Not enough interest.
- Not enough land
- Not enough land
- Not enough public stables for visitors. There are a lot of private owned stables.
- Not enough state involvement. Money. Organization.
- Not getting all the assistance we need by our state or local rep. like our agriculture agents. Since they do little if anything to promote growth or education of horses.
- Not having the above-referenced facilities/leadership/interests. County political leadership negative toward development of any new ideas/interests.
- Not many horse owners here that I am aware of.
- Not much available land
- Not much land to trail ride any more
- Not much to look at in the county except trails.
- Not rural enough
- Not sure if there are any or not
- Obtaining landsides and investment for equestrian facilities
- One opportunity for a larger equine facility was not approved by our local officials. The facility was eventually built in Duplin County. So I guess our officials might be the barrier.
- Open land becoming much more limited. Park that gave lip service to Equestrian Trails has failed to produce them.... for a non-published reason. These are private riding facilities but no regionally owned facilities for public use...other than the Raleigh Fairgrounds. Only one rental farm that I am aware of with VERY limited mounts.
- Opposition competition from golfers undocumented farm laborers - maybe afraid to do more and not many others available/willing to do the farm work...
- Organization
- Organizations currently fragmented - need to bring together Lack of 'equestrian center'
- Organized money, advertising
- Our biggest obstacle is the growth of large subdivisions which eliminate land availability for equestrian living and recreation.
- Our current local government. They built a 'New Fairground arena' but would not listen to the public about making the arena horse friendly for horse shows and other equine events. Seems they did not want to spend the money on stalls. Then again the public who are willing to spend the money.
- Our Parks and Recreation Dept is not encouraging when it comes to holding equine activities at the horse arena at the county park. County Commissioners are not

horse oriented. They have no idea how much income could come from having a good county complex for horse/livestock related activities.

- Over development of housing
- Over development of land. Many large farms have been turned into residential developments
- Over population which creates rising real estate prices forcing taxes up as to effect the cost effectiveness of having livestock in what was once quiet countryside. The demand for land will rise from the urban sprawl. The next 100 years are crucial. Other effects will be polluted waters and air from over population due to factories and the combustible engine.
- Overdevelopment of all open space for huge houses
- Participation Money/Funding Public Awareness of available facilities
- People are too busy, and too scared to let their families around Horses.
- People don't like horse people
- People thinking it's not important as a travel and tourism draw
- Perhaps lodging for horse and rider on same premises
- Physical barriers - none; Mind set barriers - many; Example - baseball has been a mainstay in this county 'forever' so enhancing the ball playing fields for tournaments, etc. is widely accepted. However enhancing the tourism market for the equine community is a new concept, which has met resistance. A joint project between St Andrews Equestrian program and county tourism would only prove beneficial to both.
- PLACES TO RIDE HORSES AND PLACES TO STABLE THE HORSES FOR RESIDENCE WHO DO NOT HAVE LAND AND PASTURE.
- Politicians not realizing the extreme interest in horse related activities. All their interest is directed toward golf.
- Politics
- Politics
- Possible liability questions from facilities and organizations with facilities/land
- Potential development of highway and lodging.
- Private property that does not allow trespassing across
- Promotional issues
- Properties are being sold to build developments and such. No more room to trail ride.
- Public Awareness
- Public land for trails. County, state funds for trail, facility development.
- Push for suburban development, loss of open space
- Quick urbanization of our area and the lack of a master plan for park and open space development. Agriculture is still our number one business and I think we are at risk to lose it.
- Raising awareness to the positive impact on the county
- Rapid development of countryside.
- Rapid development, causing trails to be lost slowness of the county commissioners and local governments to keep open spaces and trails horse farms being forced out due to raised taxes and development we also need a large indoor facility to host shows and events
- Real estate is becoming a scarce commodity and prices are soaring...so thank goodness we have the State Fair grounds. Less history with trail rides and steeplechase in this area.
- Recognition from county administrators
- Residential development...city slickers moving out to the 'country' but don't want it in their backyards where they have built their \$500,000 home.
- Restaurants not open late enough to serve visitors after horse shows.
- Rising land prices, increase in residential development.
- Rural land in which to develop riding trails

- Selling the idea to the county and see how it fits into/or enhance their plans for the county.
- Several farms are being sold off for residential lots. There are two large 'game reserves' that could be used on off season like Hoffman, but the owners don't seem interested.
- Short sighted people
- Shows / rodeos - facility trail riding - funding
- Skill set for adequate marketing Lack of adequate connections among affiliated businesses Insurance issues
- Small population
- Small town, college is really only major equestrian facility
- Smaller population but close relation to Southern Pines with much larger horse community and higher incomes and more complexes
- So much is developed -or under development
- Some people don't like horse people because they feel it is elitist
- Someone taking the lead on this industry!
- Someone to organize a group and money
- STATE AND NATIONAL FORESTS ARE MORE INTERESTED IN HIKERS AND CYCLISTS
- Stokes County is very rural and there are not a lot of folks who come to this area to participate in equine activities. For the most part, a lot of horse owners in the area simply have their equine companions at their homes or at a friend's farm that is close to them. The horse owner's are not exposed to 'what's going on' in the area.
- Stubborn, single minded people who want to run everything and know next to nothing about group equine events lack of facilities
- Such a wide variety of activities to look at over a large county
- Takes organized effort - time \$
- The Ag Center operated by the State does not maintain the facility for horse events but caters more to other events. Therefore, footing, amenities, etc. are beginning to decline in professional appearance and may be creating some safety issues.
- The area is becoming too urban, limiting space for farms and trail riding.
- The board of commissioners has no interest in horses and the county extension agent is hostile towards horses and horse owners. He displays no interest whatsoever in horse related activities or organizations.
- The cost of facilities for these events and activities. Will the potential revenue offset the cost?
- The county commissioners would rather have a mega dump that will destroy our roads and degrade one of the poorest counties still further than promote something that might improve the county and attract new residents.
- The county government. Money was set aside for a new equestrian facility but the local government spent the money elsewhere.
- The equestrian groups generally do not work well with each other.
- The general population needs to wake up to the potential that Cleveland County has. We are on the edge of Rutherford and Polk counties that are centers for equestrian tourism.
- The government in this county consistently demonstrates a serious lack of long range planning - or any ability to plan for that matter. We have a facility with tremendous potential for equestrian tourism and from what I can see it gets little to no support from local government.
- The lack of a large indoor facility for shows, clinics, etc. The lack of trails.
- The lack of county leaders responding to our needs, we have a great facility with in indoor arena, but we are not allowed to use it. It has no stalls avail. This arena could be sold out every weekend if they would open their arms to the equine community
- The land is being developed at an alarming rate. The horse trails are quickly being destroyed.

- The 'locals' seem to not understand that the equine tourism industry is beneficial to ALL. They have a strong bias against anything horse related.
- The number of volunteers needed to maintain trails, acquiring additional easements on individual lands for designated trails
- The place with the most equestrian tourism, Love Valley, is incorporated but not very organized
- The price of land!
- The rapid loss of large expanses of open land due to uncontrolled development. General land use issues.
- The state parks will not allow horse back riding. Liability concerns lack of facilities
- The tax base for farmers/landowners are putting us out of business. The Onslow County Tax structure does not recognize equestrian facilities as livestock. Their mentality is more tax base from building and destroying farmland.
- The trails are all private since they are on private property and you have to live in this county or near by to be able to join the organization - FETA
- The tremendous growth in Wake County. Property is being developed for new homes, and not for horse related activities.
- There are no horse hotels and no public trail riding lands available. There is no one currently giving riding lessons in the county.
- There are no public trails/parks in the county. Extensive private trails do not permit non-members for liability and environmental reasons. Public parks at World's End and perhaps Chimney Park would be a benefit to tourism. More hotels are a must. There is inadequate lodging space for the current demand.
- There are not many places for lodging
- There is little or no interest shown to the equine industry by the county extension office.
- There is not a lot of acreage available in the eastern part of Carteret County where we live. Most of the horse related activities are in the western part of the county. I would like to see some trails made available to us.
- There is not much room left in Mecklenburg Co for agricultural expansion. There are too many new subdivisions going up in the county along with city expansion to have any room for equestrian activities. Neighboring Union Co is the area that most go to for equestrian activities.
- This county is so spread out, so getting a big facility would be a travel for most horse people, even if its in the center of the county.
- This county is very small and threatened by hurricanes fairly often.
- This is an issue that hasn't necessarily been brought up in Surry County, and I feel that the county would be quite susceptible to ideas in expanding this industry.
- Too many houses, town homes, and condos. Too many land restrictions or land owners fear of liability.
- Too much development
- Too much development and suburban sprawl
- TOO MUCH RESIDENTIAL DEVELOPMENT ALREADY.
- Topography Locations for facilities
- Trail Availability Conflicts between horses and other users-esp. hikers Lack of Trail Etiquette by riders (I am an equestrian also) Pavement of gravel roads in forest service areas Lack of equestrian oriented overnight facilities Lack of other equestrian support facilities: overnight stables, water, feed, etc. Information about trail locations/opportunities Organized promotion/marketing
- Typically this county has lower-income residents that do not participate in more expensive horse related events. Most horse owners/those interested in horse industries are rural farming families.
- Unplanned development without consideration to equine industry potential.

- Unwillingness of county government to spend money developing trails, problems raising money for equestrian center, Rockingham County not being known as horse-friendly
- Urban area - not enough open land, land too expensive
- Urban development
- Urbanization - the development of open land for non-rural uses. The horse industry in this county consists of a few boarding barns but a lot of family farms with a few horses each. There is not an organized county horse organization.
- Very few barriers. Our economic strategy plan list equestrian as our #1 pursuit since it is the country's #1 economic endeavor.
- We are lacking some of the facilities and some of our present facilities are now owned by a large corporation who will use them for private homeowners.
- We currently have a committee with local community volunteers that have a very strong desire to bring an uptown arena to Shelby, NC. We have the support of several individuals and we are in the process of securing property for the arena. The barriers we face are finding the correct grants to pursue and also in the design of a multipurpose arena useful for several activities along with equestrian events.
- We do not currently have lodging and campgrounds that can also board your horse. A lot of facilities require extensive liability insurance to ride and hold shows.
- We don't have anything scenic or adventurous nature-wise.
- We have 7 NC State Parks at Kerr Lake but horses are not allowed in the parks. We need to change the rules to allow trail riding groups' use of the facilities.
- We have the perfect opportunity to build a HUGE equestrian facility to draw regional traffic. However, since the majority of the public does not participate by riding and/or spectating, it's hard to sell the idea of using public funds and/or special taxes to generate revenue to build such a facility.
- We need a multi-use arena to host equine as well as other events. There is a tremendous negative resistance from some residents who feel an arena would be for the 'wealthy' horse owners. They are unable to see what benefits an arena would have to their county in numerous ways, not the least of which would be good, family entertainment.
- We need more trails. Agricultural Extension has land--they would like to develop some of this land into trails, but need funding/support. Need more boarding facilities. This industry could be developed w/ funding/loans/grants.
- We need to have an indoor arena for large horse show with stalls. Union county is a horse county. We could utilize the arena.
- Without a county facility, i.e. indoor arena with stalls available; it would be very difficult to host any type of events for the equestrian community.
- WNC Ag Center is right over the county line.
- Zoning, amount of land required

Appendix D

What kinds of training or technical assistance are needed to further equestrian tourism in your county?

- When you cannot get participants in educational programs, how do you get them to training programs?
- A better understanding/awareness of the possibilities and the associated benefits.
- A concerted effort to educate citizens. Union County is rapidly growing and people need to understand the need for the right amenities. Farmers looking for new opportunities should also be educated about equine tourism.
- A developed plan or strategy Marketing
- A lobbyist would be nice.
- a place to hold events, we have no where he in this county, we all leave the county and go to other counties to spend our money
- A presentation that can be given to interested groups and decision makers.
- A venue to hold quality, safe varied and appropriate events--willing people to make it happen
- Accounting training specifically addressing this type of business. Hospitality training to ensure staffing of customer service friendly people. Training for identifying opportunities and resources related specifically to this business.
- Advertisement
- Advertisement Active/Organized Groups meeting on regular schedules and open to new as well as current equestrian owners Develop program that would encourage area participation Insurance requirement and laws Health and Public Awareness
- Advertisement. Public awareness.
- Advertising Marketing State grants
- Advertising and organizational assistance
- Advertising or publication(s) to let horse lovers know what's out there to enjoy and do.
- Advertising, marketing, planning
- Advertise educational/informational meetings about the topics to the equine groups here
- Advertising; developing an equine facility to host events; involving others in the equine community to join
- All around general education.
- All aspects of horse handling and needs for their care. Enough people to see this project through.
- All aspects, to include equine technical guidance, to business development, to tourism management.
- All kinds
- A lot of assistance
- An equestrian facility that can accommodate shows, clinics and other equestrian events. The extension office should schedule clinics, demonstrations, etc. that would attract people from inside and outside the county.
- Any kind you can provide
- Any would help
- Any/all available
- As we finalize our trails proposals may need someone to do some feasibility and market studies to support our efforts from somewhere.
- Assistance with feasibility study and the development of a marketing plan.

- Awareness of the equine potential by county leaders.
- Basic horse knowledge and care for a start. Pouring kerosene on will not heal a wound!!! Proper facility management not 'I can because I'm a cowboy', crap.
- Blue Ridge Tech might add equine-related courses. The high schools might have a program geared toward promoting equine interest as a business.
- Brochures with ideas
- Building and Maintenance of equestrian trails
- Business assistance to those with equestrian businesses and focus by local tourism groups on this as a viable recruitment tool for tourist
- Business development from the state government.
- Business plan to market for tourism.
- Business planning. Liability and insurance issues. Legal business structures. Trail construction and maintenance.
- Business start-up and business planning, marketing, polling (perhaps), publicity, group support
- Classes at community college
- Classes on how to obtain access to private and public land to ride for more trails. Each county has a lot of land just sitting around that they could make available to the public for horse events like (Tanglewood) in Forsyth County.
- Clinics, from national clinicians, expos that bring in a variety of businesses, colleges, and demonstrations
- COMMITTEES NEED TO BE FORMED TO GET THE BALL ROLLING. MAY BE TOO LATE.
- Community College courses for a AA degree in equine-related fields Farrier classes
- Contacts with city council Southern Pines
- Continue in the current established direction, with county/state support.
- Coordination with local land conservation group
- County involvement and incentives. Extension agents' involvement and support. Teaching them (county comm.) how things can be done not how it can't.
- County planning dept. needs assistance with rural zoning matters.
- COURSES IN THE CLASSROOM (PUBLIC SCHOOLS) WE NEED THINGS LIKE THE HIGH SCHOOL RODEO, HIGH SCHOOL EQUESTRIAN TEAM. WE HAVE SWIM TEAMS, BASKET BALL ETC. WHY NOT AN EQUESTRIAN TEAM.
- Dealing with communication between the horse community and the public.
- Develop a cost benefit analysis
- Development of sites to host activities
- Developing permanent stabling at the Carolina Horse Park. Creating other public access points onto the Foundation. Hotels closer to the Horse park
- Dollar assistance for acquiring land and a level of interest in the Legislature to fund it and stay with it until it comes to fruition.
- Dollar figures to bring up to chamber of commerce.
- Economic assessment of feasibility.
- Educate county administrators about the benefits of equine and agri tourism. Citing both the environmental and tourism advantages.
- Educate horse owners who are involved in this industry Train on how to promote your farm
- Educate horsepeople about it and support their business startup.
- Educate local officials about the horse industry
- Educate the community.
- Education about how to get started and how to market
- Education and awareness about the roles the equestrian community plays in bettering local community and the state's economy. Examples: the equine land conservancy and REINS groups, or 4-h groups.
- Education and examples for the less knowledgeable

- Education for general public on how to approach riders and general trail etiquette. Finding a way for bike riders, hikers, and horseback riders to coexist. Maybe having a trail system that would rotate bikes and horses. That way they would not use the same trail at the same time. The same way the Tsali trails are maintained.
- Education for local farmers, horse-boarding venues to the possibilities of expanding their operations to visitors.
- Education to county planners and the rural development panel (RDP) about the benefits of promoting equestrian tourism.
- Education to the citizens that horses are here to stay and can benefit the whole area
- Education, education, education - about taking the ideas expressed in Question 7 to the next level. IF...the public can learn to look beyond the fact that a large venue will not directly impact their quality of life, but it will indirectly benefit them (by bringing tourism dollars from outside the local economy in); THEN they might be willing to accept making the initial investment.
- Education/study of feasibility of eliminating barriers.
- Encouragement promotional training
- Equestrian center would help. There is an equestrian riding program for Averrit University, whose riding facility is in Caswell County, the students would benefit from jobs in Equestrian tourism and the counties surrounding would have the educated manpower needed to build resources. Countywide programs to help build the equestrian center in Rockingham County.
- Equestrian marketing and advertising to bring about awareness & opportunity in our community.
- Equine center
- Equine courses at our local community college. Perhaps a seminar open to interested individuals pertaining to this topic. This would allow assessment of interest and existing resources.
- Equine emergency training. Certified riding and training instructors Equine facility management Feed and nutrition
- Etiquette, etiquette etiquette-we must be polite and mindful of other trail users. Marketing Safety Animal Management Trail Maintenance and Management
- Event planning
- Events hosted in the county, supplemental funding by state agencies.
- Everything!
- Explain the economic impact equestrian activities bring to the state/county.
- Facilities
- Facility manager
- Fall steeplechasing Paramutual betting Horse-management for the inexperienced horse owner. Big name trainers giving training clinics Less expensive veterinary assistance for referrals to NC State Vet School
- Farrier services since the death of Billy Murray, Sr. who provided a lot of the local Farrier work.
- Form a steering committee composed some the above folks to develop a plan of action or desired goals
- Funding for horse park
- Funding for more trails and experienced people to help design trail systems. PR people to educate the non-horsey businesses that would benefit from equestrian tourism and get them on board also.
- Funding for potential business owners who would like to establish equine facilities
- Funding for promotion
- General education
- General equine knowledge
- General public awareness & education cooperation with local governments for use of public lands advertising of events, exposure of opportunity

- Getting the word out.
- Group to promote equine activities community college involvement
- Growth in the community
- Having a barn where people could lease horses for an afternoon ride would be a great idea. I have many people ask me where they could go trail riding for an afternoon and just lease a horse. I guess the liability has pretty much taken that option out of play.
- Having clinics by some of the famous trailers. Seminars on different things Education from feed companies
- Having more equine enthusiasts move into our area.
- Having the means to team-up with individuals and/or companies that can host events, offer ways to promote events/advertising and have a way to follow-up with participants.
- Help with insurance, zoning, planning, & marketing; co-operation with local government officials. Workshops that would train local owners in dealing with these issues.
- Horse people need business skills to promote the industry
- Horse welfare awareness- Animal control needs to be trained on basic equine care. Oh yeah, overnight camping facilities might be useful for those passing through or just visiting.
- How do you even begin? There are tons of horses in our county, but only a handful that participate in local shows. How do you get the others involved in this kind of industry?
- How to engage local businesses in equestrian tourism.
- How to manage an equestrian program How to promote an equestrian program How to develop an equestrian program
- How to market a local horse show, or fund-raising event. How to get assistance from our County Agricultural Extension Agents. How to enlist assistance from the State people, such as Trails Specialists, Equestrian Specialists, and NCSU veterinary school.
- How to preserve riding lands , 'Rails to Trails ' etc
- How to promote existing facilities
- How to start an equestrian 'association' or group in the county. Developing business partnerships.
- How to use marginal farm land to generate profit from horse riders
- I am with REINS and we have tried to get equestrian courses and seminars put on in the area, but don't have enough help or money or really good place to put on much at least in our county
- I cannot speak for Sedgewild Hunt, to which I belong, but I believe they would welcome technical assistance in expanding membership/interest. I don't know what kind.
- I don't have a grasp of what is here now. Maybe a grassroots education effort to any and all concerned.
- I don't think in Wake County it is a lack of experience, knowledge or skill. That all exists, it is the desire to make it happen and as individuals to make a difference.
- I feel we have an excellent base of horsepeople and horse support
- I have no idea.
- I THINK EVENTS IN THE AREA WOULD BE A PLUS. THIS WOULD PEAK THE INTEREST FOR CITIZENS THAT HAVE THOUGHT ABOUT DOING THIS AS A HOBBY.
- I think something like the NC Birding Trail has done to encourage the communities and businesses to be birder-friendly needs to be done for riders and horse-enthusiasts. Equestrian Tourism just needs to be encouraged more. Eco-tourism in and of itself is such a new player that people are really just wrapping their heads around the fact that natural attributes are tourism.

- I think the ability is here in the county; we just can't afford to do anything because we can't afford the insurance.
- I think there is sufficient assistance in this County, it is just not well utilized, or in many cases, it is simply not known by the public that it is available.
- I think we probably have the expertise needed. It is a matter more of getting the proper people (those who would be in decision making roles) to understand the possibilities of equestrian tourism.
- Ideas on what the vision could be A sounding board for creating a vision Technical details on what it would take to build an arena in the area Sources of grants and other resources to support developing resources in the community
- Income/impact of horse related activities \$\$\$ for the area
- Information about 'acquiring' land for equestrian use -Information about benefits to land developers who allow equestrians to use any 'green space' around and/or in their housing developments for trail riding
- Information for all of us not familiar--see how it's done elsewhere
- Instruction in equine services for employment opportunities.
- Insurance and liability education. Most people are afraid of being sued.
- Investor presentations
- Invite developers of large-scale equestrian facilities to the areas. They will have to bid against real estate developers for land, but I feel the population would welcome them.
- I've tried to get an interest identified. I've asked landowners if they wanted to establish trails around their farms. No interest. I probably need to show the economics, potential return. We have a terrific climate and wonderful terrain and views. The interest needs to be developed.
- Joint networking for planning, marketing, and specific technical assistance such as liability, regulations and strategic growth.
- Just more of it.
- Keep up the NCHorse site. It is wonderful!
- Knowledgeable horse people involved in developing and cultivating equestrian activities, working within the equine community to raise awareness and community involvement.
- Knowledge of grants would be helpful. Communication with the equestrian groups for email.
- Land protection programs
- Leadership in planning and promoting,
- Learning how to set up great trails and resting areas in the National Forest Allowing better access to the Beach
- Letting the farms know what the public want and expect
- Letting farm owners know that this is a valid option to make money and keep their farms open.
- Liability issues
- Liability issues training
- Liability training - persons that offer equestrian tourism activities are at great risk for personal injury lawsuits. Business development and assessment training - will it be profitable or will it cash flow?
- Local officials need help with understanding how this benefits the community.
- Locals hosting sponsored training events More availability of better mapping for trails (specifically in Caldwell county Brown Mountain area) I have vacation rental offering lodging and horse accommodations, the mapping and marking of trail info there is virtually non existent)
- LOTS
- MAKE PEOPLE MORE AWARE OF THE VIABILITY OF THESE TYPES OF BUSINESSES

- Make the County Fathers aware of the potential dollars that Horse Shows and Clinics held at their Events Arena could generate.
- Many farms are not user friendly and trainers are self appointed and not very qualified. If a farm is to be opened to the general public owners and trainers have to be ready to cater to the customer [not a common practice at several farms]! We would need to provide training is such social skills and hold trainers to a certain standard of competence in order to promote them.
- Marketing
- Marketing expertise
- Marketing of equestrian tourism and agri-tourism.
- Marketing Research & Directed Marketing Efforts
- Marketing Training
- Marketing.
- Marketing. Diplomacy.
- Martin Community College in Martin County has a equine program. People from here could take advantage of this.
- Maybe service related training and or marketing- involve Parks and Recreation
- Minimal training needed.
- Models of operation, staffing designs, event plan, facility designs, trail development and marketing are among the most significant.
- More education about the horse industry and what it means to the economy.
- More education to general public
- More educational training clinics for horse owners.
- More exposure if the good.... Horsepower Larger land tracts preserved Events and demos for children
- More facilities that have advertised training.
- More local farms need to host equestrian events-mostly everyone is private.
- More lodging plus boarding combinations, state of the art arena for shows. Be great to host something here like they do in Chicago and Saratoga, NY
- More parks that allow equestrian participation.
- More programs/activities in the schools, more interest by the NC Horse Council in our county, developing a horseman's association that is active in our county
- More trails available to ride horse rentals horse themed vacation options
- More training clinics.
- More understanding of the nature of the opportunities. Community College courses and high school exposure to equestrian science courses would help a lot.
- Most of the people in my area are backyard riders and don't really have horse to promote them, just for fun. I think we need to have more serious horsemen in the area who want to have horses and teach lesson for a living.
- The Mecklenburg County Parks and Rec. Equestrian Advisory Board refuses to realize the economic impact that horse shows would have on the county, especially since Mecklenburg already has a wonderful facility that is not being promoted.
- Need a dedicated panel among county commissioners who see 'horse people' as wealthy elite, and the purveyors of higher taxes due to land value rise. It does not seem to compute that the same land they sell also is bringing more to their pocket.
- Need a study done to see whether the county can support such an activity.
- Need a way to organize users and fairly ration access.
- Need examples of successful trail projects that integrate user groups
- Need more trail ride opportunities
- NONE
- None, there has to be an attractions to the area for tourism.
- None. Just need organization.
- None. The resources are here and the industry is booming in western North Carolina. We have the wnc Ag center as a draw, DuPont state and Pisgah national

forests, good suppliers of products and services, more and more campgrounds catering to horses. One thing we are lacking of is government funding at state and national levels for more horse camps on public lands. This has given way to private industry buying land adjacent to the public lands and making a healthy living from folks riding government land and staying on private land.

- None. There are more than enough training facilities in our county.
- North Carolina Horse Council
- Not sure at this point since nothing currently exists
- Not sure it would be of benefit here
- Not sure where to begin, the local community college could offer training courses as well as vet tech classes for large animals. The college could be the leader in getting the process started.
- Not sure, the ones involved are very well trained.
- Not sure. Maybe this survey can point to a specific need or needs.
- Not sure. We have pretty well defined event offerings now. We have several horse shows each year, a steeplechase event that is in its nearly 60th year, and a horse trials event each autumn.
- Organization of activities pasture maintenance lack of vet's
- Organization or people that will go to NC Horse Council and lobby for clubs, parks
- Organization or individual to lobby the Parks and Rec board for space
- Organize the horse owners to work towards a greater, more obvious, presence in the county; help getting equestrian trails established
- Our committee has discussed finding a contact that is familiar with the grant writing process, that has the knowledge of what types of grants are available to equestrian arenas. Also, we hope to speak with founding members of other equestrian arenas that can share their experiences and help us on our journey.
- People brought in from else where not connected to the horse culture here that can be neutral and helpful in pulling it together as a community effort. Protecting land, grants to fund such projects. Educating the public on what already is available in this industry.
- People don't think about this kind of tourism here, they think of the steeplechase and the fair grounds. I am not in favor of any additional public money to finance expansion of this type of tourism in Wake County -- elsewhere in the state maybe yes. I believe this should come from private funds, not public.
- People need to learn how to work together and include the whole community. Equine tourism should be of interest to all business people who would benefit and not just people who like horses. Need to learn how to procure Government funding or do fund raising. Board of Directors that run non-profits need to learn how to manage funds, raise money and be more efficient in operations.
- Perhaps a one-stop website of some kind that would identify all the facilities and programming available, either statewide, by region or by county. Would you be attempting to market the state to outsiders, or market individual counties to folks inside the state?
- Periodical training to keep motivation of currently active volunteers need more help on locating grants that are available for equestrian tourism
- Person to get interested persons together to discuss this possibility
- Planning grant for a facility Grant assistance to pursue funding for a facility Initial Plan of Action Marketing Plan
- Political action
- Political support
- Probably a way to keep 'green' areas in the face of massive development and tree clearing of every square inch of our county.
- Probably more 'rent a horse' facilities around the trails and equestrian campsites

- Probably other farmers besides ourselves could use some help developing riding trails, available to horses only, not bikes and not ATVs!
- Probably quite a bit since we do not have any presently
- Promotional brochure listing opportunities by regions within the state. A statewide conference with all stock holders showing examples of opportunities and success stories with impacts.
- Property owners need to feel the taxes will not go up too high, and need to feel like they won't have unwanted people on their land riding.
- Provide data we might be able to use to keep local governments from overlooking the equestrian issues when developing zoning and development plans.
- Public Awareness
- Public land made available and maintained for equestrian use.
- Public relations more green space trails
- Publicity
- Publicity and further development of the Carolina Horse Park
- Raising awareness of elected officials to the value of making the county more equine-friendly
- Reaching 'The Powers That Be' on Quality of Life Issues. Presentations to elucidate City and County Planners as well as elected officials.
- Reining and Cutting instructors
- REINS is an organization that is trained in certain areas of the horse industry, but if the county is not active, then that knowledge goes to waste. There is no outlet to share the training and knowledge that is already in place. USERL should be more wide spread into each county. I understand it, they are re-organizing; but will volunteers be involved?
- Research and discovery financial / feasibility study
- Rockingham Community College will need to begin offering courses to compliment this area.
- Rockingham County is already a very large horse populated co. There are numerous horse activities already being held. As well as area Training clinics and seminars. It would be very unlikely that added training programs would get enough support.
- Rules and regulations for various events. Organizing trails. Safety issues/training for various age groups and from groundwork to care for our equine friends.
- Show how equestrian tourism could bring new people, businesses, etc. to the county and be a benefit both economically and socially.
- Showing the town what Equine tourism could do for them.
- Skills to develop the programs and market them effectively. Most do not want equestrian tourism, or any tourism, to be more than it is currently.
- Some guidance from extension equine specialist as well as NC tourism dept.
- Some hard numbers on potential income to county. Money is the only thing likely to sway county government.
- Some sort of organization of the riders and interested people of the community. Then get the word out of places for people to visit
- Someone or some agency to head and schedule events and activities.
- Someone that understands the business and how to work with 'horse' people :) marketing should be #1 finance liability
- Someone to do the huge task of organizing all the different clubs & barns and disciplines
- Someone to enlighten county official about economic impact.
- Someone who has been involved in promoting this in other counties
- Someone with horses to be in the planning office or a political office.
- Southeastern Community College had once been interested in establishing an equine educational program; however, I do not believe it had enough support, local or otherwise.

- Stakeholders should be united and funded to push pro-equine agendas. REINS, NCQHA, NC Horse Council, and other equine groups with educational programs should be reinforced.
- Stronger working relationship with the state dept of tourism with the NC Horse Council and each of the counties.
- Support info; ideas for developing equestrian tourism programs, etc.
- Support with advertising and educating the general public on the economic impact the horse industry generates in our county.
- Tap knowledge of local horse people Learn from successful promoters in other areas
- Technical assistance in laying out trails to prevent erosion, using filter cloth and crush and run on problems areas, being sure proper drainage and correct amount of gravel is applied.
- Technical assistance may be needed to understand where to begin and to organize the steps in furthering this industry.
- Technical expertise is already here. Carolina Horse Park (Host of the American Eventing Championships) is in neighboring Hoke Co where cost of land is less than Moore Co.
- That doing farm work is hard labor but rewarding...and there is a right way and wrong way to do it must be done on regular basis
- The community college is doing an excellent job with their equestrian program
- The county to advertise what facilities are already here in Harnett County, county to use the facilities that are already here.
- The people who make the decisions need to understand how many horse people travel to neighboring counties for competitions and how much money we spend when we go there.
- The wide range of services needed for large shows--shavings dealers, diesel fuel pumps with access for large trucks and trailers, tacks shops, feed dealers, food services either on grounds or close by, hook-ups for RV's and Trailers with living Quarters
- There is none
- There is not any equestrian tourism in this county, so it would be starting from scratch. A committee to gather the present horse owners, and discuss their needs, and get their suggestions. A technical adviser would be needed for this.
- This could be provided by St. Andrews Presbyterian College, which has a huge Equestrian program. A state park should be created for tourism of all kinds. (There is a nice 2000 acre site that will become a trash hole shortly in the northern portion of the county)
- This county needs a breakdown of funds the county could capture if they had an active equine riding area, trails carefully maintained, facilities welcoming horses and trailers, etc.
- To get started formally, someone with political clout to step forward and be bold with ideas/money/facilities/more money.
- To have a 'leader' of this type of tourism
- To have more horse people.
- Trail Development Marketing
- Trail development, more information on economic impact of equestrian events.
- Trail Guides Riding Trainers
- Trail upkeep, Coggins regulation and enforcement
- Train realtors and train developers. The equine industry is not just a hobby it is a viable business and can be very lucrative.
- Train the county commissioners so they can relate to the equine industry.
- Training current or future tourism owners in good horsemanship and people skills.
- Training for equestrian 'event managers', affiliations with providers of equestrian tourism linked to Bed and Breakfasts, hotels and visitor bureaus, Developing

Therapeutic riding programs that link to other family friendly itineraries for the entire family....

- Training in areas on how to promote and advertise cost productive.
- Training in attitude adjustment
- Types of equestrian tourism What's needed to begin How to add, expand, adjust existing facilities to accommodate tourism Financial planning
- Value to county economic development value to health and recreation
- Visioning for the barn/facility owners; business development & marketing their small business; awareness of the potential markets; how to work together to be part of the bundle; how to really translate what they have to offer visitors (mind set); accurate feasibility study; accurate animal census information to quantify the economic impact; visioning master plan
- Volunteer organization or government leadership
- Ways to promote and market equestrian tourism
- We are ready....
- We have a comparatively new facility on the edge of Moore County, (Hoke county) which we consider really being in Moore County that probably would be hard to match in the country (except perhaps the Kentucky Horse Park). We should support this facility in every respect to continue on the fabulous job the personnel are doing to keep our equine friends using it and thereby bringing business to the county.
- We have a wealth of trainers in many disciplines in Davidson Co. We need the approval for trail development and willing workers to get it started. Our local horse association has offered support in building and maintaining any future trails in our county.
- We have great equestrian organization and support in Moore County - we try to work together in the different disciplines.
- We have no tourism in our county, but we have great potential
- We have the people who are well qualified, but need a different attitude in govt. to improve facilities.
- We have trainers and knowledgeable people, just need the facilities.
- We need a liaison with the Wildlife Commission to promote the use of trails somewhere within the 15,000 acres of game lands. We are told we cannot get off the roads. Surely somewhere within all that land there could be an area for riding trails. Wildlife boys don't want to be bothered, but it could be a big boon to the area. Everyone has to go to the mountains to trail ride.
- We need a trail/greenway system in our county to promote tourism. Most people who do recreational riding want to do trails. The county park and recreation staff doesn't seem to comprehend this and keep building area parks instead of a system of trails that connect the county to the farms. We also need a large indoor facility.
- We need an indoor arena uptown where the participants can visit the destinations in Cleveland County.
- We need help in developing a promotional and marketing plan around the equine related facilities available in the county.
- We need people who are familiar with trails already in existence to serve as guides; we need people with experience in conducting and judging horse shows, races, etc. We need trainers (horse trainers and riding instructors)
- We need to teach the local government the impact horses have on the whole state. And that it is a multimillion dollar industry. AND, most of the money stays here, not sent to other states as lending institutions do.
- We need training in how to use the assets we have and we need more trails available to the public. Laurelmor may close one trail system. Friends of Rendezvous is developing one. Another large trail system could be developed on Stone Mountain but needs a group to maintain and develop it.
- We travel to other counties.

- Web site and advertising
- What opportunities are available?
- Where do I begin? Land Preservation. Educate the money men on the sustainability of agri-tourism. Health / recreational quality of life issues. Address classism, racism, & equal opportunity. Horsemanship is uniquely American acculturated and must be more accessible.
- Work with NC State Parks to change rules for use in parks.
- Workshops perhaps on running a business...AND since we are rural, perhaps a way of organizing a search & rescue equestrian unit would be beneficial (Don't know the rules for this type of thing).
- Workshops/ training for government employees, elected officials and citizens at large on the benefits of equine tourism and the money they bring in.
- Would like to see more info on the C.A.R.T. team regarding horse/large animal rescue. I am involved with a group trying to get a team started in Edgecombe and surrounding counties.

Appendix E

What do you see as the 'next steps' in developing equestrian tourism?

- Continued support of events at the Exhibition Center. (2) Marketing and promotional efforts at these events. (3) Participation and collaboration with the Columbus County Horseman's Association.
- 1. Inventory of what we have. 2. Derive if feasible from inventory 3. Do marketing plan 4. Implement plan
- A survey of what exists now so we can decide what is missing to attract people...
2. Some measure of the interest non horse owner people have in the County and a measure of the County's interest and support vis vis an Equine Center for large events.
- Bringing all the players together! 2. Develop communication system
- A Campaign on at least 3 levels- possibly more. NUMBER ONE is to educate the county leaders. They are so bogged down with sewage and school shortages they can't even think about other issues. EVEN ONES THAT CAN BRING REVENUES TO HELP EASE THE SEWAGE & SCHOOL SHORTAGE BURDEN!! Level 2 is to reach the 14 municipality leaders. They are easier to access and more likely to embrace the idea. Lastly, the citizens needs to be encouraged to support an industry that already has viable strength in the region- we are high on the list of horse population in the state. Let's make it work for us!
- A dedicated group of horsemen who can find funding to promote such an idea. The Blue Ridge Horsemen's Association is a strong group of dedicated people who could make this happen.
- A facility is very much needed in our county. Currently we do not have an adequate arena to hold breed, 4-H or fun shows.
- A good survey. Horse racing in north Carolina, more emphasis and money (tax money) put toward having specified trails for horses, bicycles, ATV's places where folks are allowed to camp (even primitive camping) on government land. As it is now, it's tough to camp with horses without a ticket or problems using sites not intended for horse use.
- A more state of the art facility to draw larger entries and bring people in from other areas
- Acquire funds to develop trails, overnight horse camping/lodging with facilities for bringing in trainers and having shows/clinics.
- Acquisition of land or easements; publicity about the high dollar value and 'pass-through' of equestrian tourism; success stories from other locales
- Active involvement of the Ag Center and other larger venues
- Advertisement. Public awareness.
- Advertising Organization of existing groups
- Advertising & promotion
- Advertising and getting some of the county commissioners excited about it.
- Advertising and obtaining sponsorships to promote equine tourism.
- Advertising our National Forest and of course the Beach. The Beach will be a great asset for this industry. For many people it is lifetime dream to ride the Beach
- Advocacy
- Ag Dept support and promotion. NC Horse Council and horse organizations already active.

- Again, the FIRST *and* NEXT step is to stop the implementation of the USDA's NAIS plan. Until THAT is done, 'developing equestrian (as well as agri-tourism) tourism' is a MOOT POINT. There will be NO Agri- or Equine Tourism if NAIS is implemented.
- An equine facility to accommodate clinics, shows, equine demos, etc.
- An indoor arena
- As in any PROJECT, Make the public aware of what is available in the County. First of all the local people need to be made aware of the developments, get their support so they will spread the word. Publicity is very important, but support will make the difference...
- As mentioned before I am taking on my own equine education route. I feel that I must start in my own backyard.
- Assist in obtaining state lands/parks to provide trails for equestrians.
- Begin planning in which areas you want to target with equestrian tourism. Start holding meetings with important 'leaders' in the community to begin the process and hopefully head in a positive direction.
- Better communications and more people willing to get things going
- Bringing an Equestrian Center to Rockingham County.
- Bringing in more events. Creating horse friendly neighborhoods.
- Bringing together the 'major players' to work out a plan and bring everyone involved on board. As above - get non-horsey businesses on board and involved.
- Brochures at the visitors center listing equine and equine related facilities. (Like the pottery sites brochure, but for horse people) -web site with links to trainers, boarding barns, equine events, equestrian group POC's, farriers, vets
- BUILD THE COUNTY EQUESTRIAN CENTER. When citizens and professionals began to realize the positive impact that such a center can have, attitudes will change and cooperation will emerge.
- Build the equestrian center that has been planned. Develop horse related ie: high school rodeo, equestrian teams in the schools. Develop equestrian related classes and educational opportunities in the schools
- Building a facility for shows and demos, current fairgrounds are inadequate for any type of livestock show
- Building a facility to host events and promote our 'horse friendly community'
- Building a first class facility
- Building a public listing of equestrian resources and current offerings.
- Building an agricultural equestrian facility so that events can be hosted.
- Carrying out the timeline of the 2007 Adopt a Trail grant that the local BITS and REINS volunteers currently hold. Project must be finished by May 2007. This grant will allow the very first equestrian trail to be finished in this area.
- Cease any planning for this type of program and use the monies to fund programs that will aid a larger segment of the population.
- Chamber of commerce contact
- Change NC Parks rules or develop one park for equestrian use.
- Change the mindset of the County commissioners. Have them actually listen to the residents and reduce taxes. (seems unlikely)
- Changes to zoning laws. Preservation of rural land.
- Classes and articles that would reach the Horse Industry so they could get more info.
- Clubs or groups who don't 'clique'-that anyone can join
- Committees entrepreneurs information
- Committees should be developed along with county officials.
- COMMUNITY AND STATE LEVEL COOPERATION
- Community input sessions, focus groups, political support
- Community-wide strategic planning meeting.

- Compile a list of resources in the community Assess what already exists Assess the needs of these entities Educate the community on the potential Bring people together to discuss and network
- Compiling a strong, committed group of participants.
- Completing permanent stabling at the Carolina Horse Park. Posting DOT equestrian signs and revising speed limits to keep equestrians safe and raise public awareness.
- Compose an organized group of persons and develop a strategy or plan.
- Conservation proper development of existing farmland long term vision over short term gain
- Construction of a facility in the High Country.
- Contact REINS (which you have done) and get the ball rolling. Contact Horse Clubs in the area. Heavy advertising to get all interested parties to meet.
- Continue developing the NC Horse park
- Controlling development through zoning. Developing a trails system.
- Convening a couple of meetings with suppliers, related folks. Study groups to visit places where equestrian tourism is firmly established...i.e. visits to urban areas to show how to incorporate it into cities, etc.
- Coordinating a citizens fact-finding group. What agencies of the state would be helpful in pursuing our goals?
- County collaboration with Cooperation Extension and horse owners.
- County furnishing parkland for equestrian use.
- County-wide meetings
- County/State support
- County-wide planning for integrated approach to equestrian tourism - all aspects
- Create Moore County show grounds
- Creating an orange county equestrian association
- Creating more events at the Senator Bob Martin Ag Center
- Creating trails along Neuse River
- Creating trails- sorry riding trails didn't happen at little River Park
- Davie seems like a lost cause, but across the Yadkin river at Tanglewood Park in Clemmons (Forsyth) there is a facility where shows, clinics, were once held. There are riding trails , but they are not marked and the trails are very poorly maintained, which is a disgrace since there is a charge to ride there. I would love to see this part of Tanglewood managed properly.
- Define equestrian tourism. If you mean horse shows we have a lot of those. We don't have inn with horses because you have to live here to ride trails. Do have Hunter Paces all over county and people can participate in those events and get to see the trails.
- Defining and articulating what our existing strengths are; educating the political decision makers from municipalities, developers, zoning and planning boards, commissioners; Also rallying the rest of production agriculture with us to be included in the process; political process education, such as offered by the League of Women voters.
- Designate a leader
- Destination Cleveland County is a citizens group working through the Chamber of Commerce to develop equestrian tourism in our county.
- Determine interest of current horse owners
- Determine what the needs are for equestrian tourism in this area
- Determining the need for it or maybe just making the proper people aware of it.
- Develop a statewide plan for marketing equine tourism Develop a grant program for innovate community ideas
- Develop a statewide survey to determine the economic impact of the equine industry in individual counties and at the state level.

- Develop more riding trails and places for camping/boarding horses; cabins in county/national parks with stables in same area; build facility for equestrian events in English and Western disciplines, which will attract trainers and spectators.
- Develop non-motorized parades and special events - perhaps a REINS parade for downtown Raleigh.
- Develop surrounding counties (Hoke) for affordable horse farms, competition sites, riding trails
- Developing a strategic plan that defines equestrian tourism, identifies which counties are going to be targeted for development. Lays out a clear plan for moving forward. Attempts to include key stakeholders such as folks who have already been maintaining facilities and conducting events and all sorts of things on their own without any help from the state previously.
- Development of incentives for equestrian landowners and horse farms to open their facilities for touring.
- Development of riding trails
- Development of trail system for horse back riding, development of residential equestrian community, expansion of facilities to hold larger equestrian events or multiple events at the same time
- Doing some events that are advertised to bring in tourism
- Educate extension agents and in tern, horse owners as to the various types of equine tourism.
- Educate landowners about the opportunity. Trails and corrals are cheap to develop and would bring weekend riders.
- Educate the public to make them aware that this county has much to offer for equestrian tourism. The natural resources offered should be the key to gaining more momentum for such a project.
- Educating farmers/landowners about the high financial stakes here, that there is \$ to be made in equestrian tourism, that horse farming is the only agriculture currently GROWING in N.C.
- Educating the public, especially the tourism director, chamber of commerce, and county commissioners.
- Education Exposure Marketing
- Education and more information and an interested group
- Education and public facilities
- Education as to what is available.
- Education of the general population.
- Education, grass root involvement, lighting a fire under the village council members, more publicity, changing the town planning procedures, slowing the growth....
- Educational meetings
- Efforts need to be focused on further development of Carolina Horse Park (Hole County but near by.) This could bring more large-scale horse events to NC. Permanent stalls need to be constructed along with other improvements to the horse park. We could one day have something as nice as what Virginia or even Kentucky has.
- Equestrian facilities are needed. Also, trails need to be developed and/or advertised for equestrian purposes.
- Equine Facility should be located in Caswell County to accommodate Southside Virginia and folks traveling down Highway 86 and Highway 29 at the Welcome Center. Caswell is rural and a Tier I economic distressed county and this would fit our county better than adjacent counties because we have a lot of historical home as well as the Colonial Heritage Scenic Byway.
- Equine facility that can draw and host the industry.... horse racing (this industry alone brings major input to a state)
- Establish a facility to house equine events.

- Establish trails, horse friendly parks, Establish horse facilities Adequate footing and riding ring at the fair grounds
- Establishing a campground that accommodates horses complete with trails.
- Establishment of organization to coordinate trail events, and construction of temporary boarding facilities.
- Establishment of trails much like the paddle trails already in place.
- Exposure of equine industry to suburbanites, and what it has to offer Open trail riding systems 7 days a week Promotion of horseback riding and lesson programs to general population as recreational activities
- Exposure that we do offer some equestrian tourism on a small scale, goals and a direction on where we want to go so we can plan effectively. Protecting land!!!
- Exposure to those interested through advertisements, etc.
- Facilities, publicity & support, STATEWIDE, for big-name trainers and facilities & collateral service-providers such as saddle fitters, hoof trimmers, educational programs, blogs, web sites with local contacts for a variety of issues; Equestrian farm networks to share trails -- publicizing them so people can connect more quickly, especially those looking for a small farm (we are) with access to a network of adjoining or nearby trails, facilities and horsepeople
- Facilities and general public knowledge of events
- Facilities that provide lodging and boarding
- Field trips to the farms and equestrians facilities. It might take a few years, but these young people go up as we did.
- Finalize land use study and feasibility studies for parcels identified for building; negotiating with parcel owners.
- Find affordable insurance!
- Find willing county horsepeople to participate in it.
- Finding a viable way to support a venue for this industry. Horse arenas in other areas of NC cannot support themselves after many years of operation.
- Finding someone who is interested in equestrian activities instead of focusing on small cattle shows or sales.
- Finish the promises of Little River Park
- Form a group centered on horse activity that understand showing. This needs to be a mixed group with interest in English as well as Western events. The use of the show facility at St. Andrews is a must. Possible we could start off thinking about a horse day as a celebration of what the horse has done for St. Andrews and the community.
- Form committee of horse people to study access
- Forming a group.... or planning committee.
- Funding and promotion
- Funding for horse park and education
- Funding for promotion
- FUNDS
- Gaining true support from the current equestrian groups in the area. A communication system
- Gather this sort of information and collating it into a tourist information packet.
- Gathering information and visiting individual businesses to pursue options and ask questions about their concerns.
- Get an active group working on promoting it
- Get buy in from stakeholders
- Get funding for horse facility get more trails designated for public riding
- Get more local involvement
- Get the county to understand how many horses and horse owners are here and how tourism could bring in dollars.

- Get the support of our county government, Representatives, and Senators and to appropriate monies. Enlist County Planners for the big picture. Recruit media people, newspapers, radio to get the word out.
- Get trails going all through the county. Will need money to help develop trails, especially in low-lying areas.
- Getting a committee together to put ideas together and begin a promotion program
- Getting an adviser to see what would be needed, and getting the locals together to get their ideas, and comments.
- Getting bigger and broader shows to come to the Bob Martin Center.
- Getting county government and businesses to realize how much money the horse industry can produce and the revenue that can be added Wayne Co.
- Getting groups to see the potential and taking the 'risk' to put plans into motion.
- Getting information out to people.
- Getting knowledgeable horsemen who are credible business people who also have the ability to communicate with horsemen and business leaders on all levels.
- Getting politicians involved. Continued land conservancy effort. Landowner education about how open space and equine lifestyles can enhance property value
- Getting some relations started, letting people know how big the equestrian industry already is, and how easy the next step would be
- Getting someone with drive to head it up finding local facilities to promote producing some sort of brochure to send to neighboring states and counties
- Getting the money and starting the Equestrian Center that has been planned for the county
- Getting the money to build the equestrian center, having county or company sponsored shows, working with hotel and restaurant industries for accommodations, building equestrian trails in county
- Getting the word out and bringing the interest to a higher level - not just expecting things to be done by someone else and reaping the benefits
- Getting the word out.
- Guilford county has more horses residing here than any other county in the state, yet there is not any show grounds, with stalls, that are available to be rented (like the state fair ground horse complex) for horse shows.
- Had not thought about it
- Having shows and stadiums that feature Horse events that the masses enjoy (not just rodeo), but stadium jumping and dressage.
- Higher standards in trail facilities and show grounds
- HOPING TO SEE THE NEW EQUESTRIAN CENTER BUILT SOON
- I believe that there are many equestrian 'people' in all counties of NC. Organization, in my opinion is the key.
- I believe the North Carolina Horse Council should run point on this type of initiative. If I understand their charter correctly.
- I hear there will be a horse facility in Rockingham, which is great (I live in both Guilford & Rockingham), as Rockingham has much more available land. I am frankly even more interested in seeing money brought into Rockingham County though I would love to see more horse activity everywhere.
- I LIVE IN N DAVIDSON COUNTY AND GENERALLY TRAVEL TO FORSYTH OR DAVIE COUNTY FOR LOCAL ACTIVITIES. I AM NOT AWARE OF ANY OTHER FACILITIES IN MY AREA, SO IF THERE ARE ADVERTISING WOULD BE A GOOD PLACE TO START. THERE ARE PLANS FOR A TRAIL AROUND THE LAND FILL.
- I think it could be possible to have equestrian tourism in our county in the future. We have other counties around us that are targeting this area.
- I think that I will be one of the big next steps in my community. I try to advertise horses and promote the Arabian horse breed as much as I can.

- I think the extension office has to take the lead in this by getting more active in conducting educational events, clinics, etc., similar to Guilford and Alamance counties.
- I think we need to conserve the horse trails still around and create new ones. Also our county should have a public equestrian center. It could hold hundreds of horses and have many events, clinics, shows, and rallies.
- I would like to see a better outreach to equestrian guests for support and public relations
- Identifying potential sites identifying horse owners
- Identify a need
- Identify and organize current users Determine issues from users Identify available facilities, and gaps that need to be filled
- Identifying the area in which a new tourist industry could develop. Western Harnett County, with its rural feel, would be an excellent place to start. The eastern part of the county is 'growing' to keep up with the triangle's overflow, so I would suggest seeking availability in the Western part of the county.
- Implement training and informational seminars as eluded to above.
- Individuals who want to start horse hotel businesses, trail riding facilities, and give lessons.
- Influx from surrounding counties. Until mindset changes in the county, our only tourism opportunities are the rodeos at the arena.
- Informative clinics geared toward the power of the horse industry to boost the local economy. Needs to be well advertised for good attendance and be able to get the point across to non-horse people as well.
- Investigating what niche to fill
- It could and would happen if a large showground should become a reality. (Multiple riding and jump rings with rental stalls)
- It would be great to have more area for the public to use for riding.
- Joint meeting of key players, and then a feasibility study completed to address opportunities.
- JUST GETTING THE FUNDS EVERYONE HERE IS READY
- Letting State Parks open their facilities to horseback riding too, instead of limiting it to just hiking and biking trails
- Local Study.
- Locating and acquiring land for a facility with an area and trails such as at Clemson, SC
- LOWERING THE HIGH COST OF INSURANCE FOR STABLES THAT TAKE RIDES AND OVERNIGHT CAMPERS
- Maintaining riding easements and lanes along roads and farms for the trail riders. Limiting commercial development.
- Major facility would need to be constructed and maintained, either state owned or privately owned.
- Make a call to those stakeholders of each county with a member of state tourism to see what specifically can happen in their county
- Making a nice park w/show grounds and trails for horses. The only place I know of within a 2 hour radius is Onslow pines state park and it offers a small area for equestrian events (a ring, judges booth, snack bar area for 4h and bathrooms. We need a park that offers that and more. For example, something like the foundation or frying pan park in Virginia
- Making a 'trail' like the ones for Civil War and Birds
- Making more trails for horses--probably the best use of space in this county
- Making public aware of what equestrian tourism is a large equestrian center. Near by lodging for both human and animal

- Making the county and government officials more aware of the existing influence & importance of this industry by surveying the current economic impact.
- Making the public aware of such facilities without a tremendous cost
- Map the county - clubs, ranches, etc. Promote.
- Market feasibility & viability study
- Marketing
- Marketing, promotion availability of interests
- Media campaigns promoting horses and the benefits of equine tourism and the economic benefits of a stronger equine industry.
- Meeting for interested people. Advertise existing services. Connect service providers with chambers of commerce and tourism boards. Utilize any existing funding/grants that may be available for this purpose.
- -Meeting with the equestrian groups in the county, especially the Pamlico County Horseman's Association -Setting aside a large tract of land to be designated as a county park for equestrian use and developing trails on the land
- Meetings, collaborations, buy-ins, technical assistance
- Money - we have plenty of experienced people who would do stuff if they were asked.
- Money-- which we all know is hard to come by-- esp state funds.
- Money, facilities & location.
- More activities for the Carolina horse park
- More affordable hotels or motels working with local groups and FENCE (Foothills Equestrian and Nature Center) in Tryon. Publicity re. activities and the two local fox hunts - Tryon Hounds and Green Creek Hounds Have someone responsible for surveying what goes on at other big horse areas such as Lexington KY or Middleburg VA. Hosting special events to attract more people to join in or to watch.
- More available land for riding on
- More awareness of the non-horsey set
- More businesses to compliment and support equestrian tourism
- More facilities and horse related events at our fair grounds, only one right now.
- More facilities available to the public
- More horse related activities - shows, rides, etc.
- More involvement from equestrians in the county.
- More local government support
- More local people to use the facilities
- More marketing!
- More participants
- More places to ride needed
- More riding stables Developed horseback riding trails Horse themed lodging Horse Riding clubs Boarding facilities Events
- more specifically identifying what currently exists; what opportunities exist
- More trails made available
- More trails, more equine inns, more advertising.
- More, educated trainers in the area. We currently have several training situations in this area that do not have formal education in equine. More facilities as well.
- N. C. Cooperative Extension offices scheduling and meeting with local Extension service & local stakeholders.
- N/A
- NC has 2 arenas that host shows and clinics and they are far from where I live. The state needs a more central arena for equine activities.
- Need awareness, then understanding then involvement will follow as equestrians and supporting businesses see 'what is in it for them'
- Need someone to promote the program to the counties.

- Need to continue to explore ways to benefit landowners for keeping their land open to equestrian activity
- Need to form a group of 'planners' to brainstorm/plan events.
- Need to promote and showcase the sort of successful equestrian tourism activities that are in NC already and see if they will work in other areas.
- Networking 'stakeholders'. Convincing county officials it would be an asset -- economic assets are all they seem to understand. Electing friendly officials.
- New 'blood' with a motivation to create a viable and sustainable tourism industry.
- Next step for most of our counties is to try to find a way to position this need within the organization in order to have appropriate staff time to pull this industry together to begin address some of these issues.
- North Carolina State Govt needs to assist the development of the Carolina Horse Park in Hoke Co (one of the poorest counties in the state). We in Moore Co got it started but it needs continuing funding to survive. It will boost equestrian tourism in the Sandhills!
- Offering more affordable rides
- Onslow County has a large number of facilities and activities...but we need some way for all the different groups to work together.
- Open land conservancy
- Open more riding trails
- Organization
- Organization & advertising
- Organization by a lead agency and education
- Outreach to the equestrian community about what they would like to see happen - since they will have to do much of the work. I think there are a good number of trail riders here, but there is tremendous potential for 3-day eventing, stadium jumping /hunt seat competitions, dressage shows.
- Overnight accommodations.
- Parking, advertise, designate trails for horseback riding
- Part of the larger tourism development process
- People have tried to develop equestrian tourism for years; the county is more interested in soccer and baseball fields.
- Planning Grant Implementation Grant
- Planning, funding, locations,
- PR
- Preventing over development and over load
- Private interest not public funding.
- Probably none
- Promote it!
- Promoting the facilities already in place in the county as well as encouraging further growth by existing equine facilities to include more events for the public.
- Promotion
- Promotion
- Promotion mostly. Getting large landowners on our side.
- Provide more places to ride; provide horse rentals
- Providing better trailer parking for day riders. Making people feel welcome. Horse only camp grounds with facilities. Educating the riders with proper trail etiquette. Offering better showing facilities. Offering better programs for youth riders.
- Providing staff resources to help it get off the ground. Promotion of this as a viable economic development practice. Promotion within the tourism authorities and with legitimizes.
- Public Awareness

- Public land must be accessible by private entrepreneurs or large tracts of privately held land must be leased in order to offer a large, diverse riding area to attract tourists. Good facilities are a given.
- Publicity
- Publicizing and promoting the potential impact to the local economy of developing this industry in our area, and then making funding available for building arenas, horse parks, etc. Providing tax incentives to local governments for promoting the industry.
- Publish results of survey! Find a 'Director' or 'Committee' Get a plan Go!!!
- Publicizing, perhaps, TV, radio that green spaces are becoming limited and need to act now to save areas that can be treasured.
- Pulling different groups together under a common umbrella. Unifying
- Put a full scale, covered event venue with stalls and parking in Shelby
- Raise awareness. Those who oppose horse related activities and facilities need to be made aware of the economic impact that horse people can have.
- Reaching out to landowners that have facilities or could have the facilities to reach toward this new venture.... boarding horses.
- Realizing that this could be a viable tourism avenue, next step would be to meet with equestrian tourism entities to determine how to proceed.
- Reserving land for bridle paths, inhibiting development on tracts of land to be used for equestrian recreation. Fund raising for purchase of land for equestrian development. Seeking sponsorship of equestrian events to be held here, (horse trials, stadium jumping, etc)
- Same as # 8.
- Same as #8
- Save the 'wild' areas where horses and hikers can use the same trails safely and make more places to park trailers and cars to start and end trails.
- Secure grants, sponsors, and money. We have land and support and a financial base, but need additional funds.
- Securing the property and then established a budget and garnering additional support from our community.
- See #8
- See #8.
- See above, and add: Although residential growth in the county would increase the county's bottom line, it would benefit all of the gameland that is already preserved by having agriculture of any sort in such areas (areas where sportsmen, horsemen and others who appreciate and desire to maintain natural surroundings)
- See, 8 \$ 9 above
- Seminars and public information forums to identify individuals interested in growing this segment of the tourism industry. Then work sessions to prepare those interested to get started. The TDA would need to provide marketing support for this segment as well.
- Setting aside more land in order to develop facilities with lodging and more trails.
- Setting up a planning board with local owners. Assistance with insurance issues. Marketing the equine industry.
- Showing how important it is to the local economy
- Shows group trail ride events vacation promotion highlighting availability web site search advertising to inform people of what's available.
- Space, land management
- Speaking with the Chamber of Commerce.
- Spread the word. Advertise. Indoor riding facility.
- Spreading the word

- Start with a survey like this and find out what is out there and then investigate what there and put together a publication for horse lovers to have and update it on a yearly basis.
- Stronger equine liability laws would really help. The returns are often not worth the liability risks.
- Support THE CAROLINA HORSE PARK
- Survey to determine our county assets and getting some of the players together to discuss where they want to go in the tourism arena.
- Surveys to determine existence of present facilities and interest in start-ups; statistical info on ability of area to sustain equestrian tourism
- Taking inventory
- TALK HAS BEEN AROUND ABOUT A POTENTIAL HORSE PARK IN MARSHVILLE AREA. THE DEVELOPERS ARE THERE BUT SINCE THE AREA IS STILL FAIRLY RURAL, PERHAPS PROPERTY COULD STILL BE OBTAINED FOR THAT PURPOSE. IT WOULD BE NICE TO HAVE SUCH A FACILITY A BIT CLOSER TO CHARLOTTE THOUGH.
- Talk to the horse people and see what we would like, and use
- Tax incentives for horse operations that are not now considered 'farms', i.e. are not breeding horses, but rather boarding, training, trails rides, etc. This would help to maintain open space as well as family farms. Removal of local ordinances that require special use permits for 'stables' but not 'farms'.
- The Equestrian Center in Rockingham County will open the whole area to all kinds of equestrian tourism.
- The horse council has already taken it with the legislature approving a study to determine the effects of the equine industry on the economy.
- The local community college, REINS, Ag Extension, and local leaders in the equine industry should all work together to make education and equine tourism a viable business for Union County.
- The state could raise the tax on horse feed a nickel a back just for improving horse tourism in the county that the feed was sold in.
- To preserve as much land as we can ecologically and environmentally.
- Too late for Mecklenburg County. Save Union, York and Lancaster counties from same mistakes. Promotion of competitions already going - Hoke County was site of major eventing competition for 3 years; hardly anyone outside of eventing knew it.
- Trail development is first on my list. Then linking with web and newsletter organizations to get the word out. Good maintenance of the trails and encouraging good, clean fun for all equine enthusiasts.
- Trail system w/some type of camping facility. Indoor facility for shows and events. Funds to promote the above.
- Trails and horse camping, as mountain-to-sea trail, state park at seven springs local rides open up.
- Training in business planning targeting equine oriented business
- Unification of the entire equine community; not necessarily under a single discipline
- Unsure since several of the individual businesses are not Chamber members.
- Update the current census of horses, horse owners and horse related businesses - the data I have seen is old.
- Visible promotion...
- We are trying to get approval for trails from our commissioners. We are vying for a horse complex or the center of the state but Rockingham Co. seems better positioned currently.
- We have an organization currently working hard to bring equestrian events to our town.
- We have had a meeting at the Brunswick County Government Complex. There is a group here trying to buy land for a complex to hold equestrian events along with

trails. We have not heard anything in almost a year, so I do not know what is going on.

- We need a champion that has charisma and is willing to be the out front person.
- We need a large facility in the area to host events.
- We need an indoor facility for holding events. Too many times things are canceled due to the weather.
- We need another covered arena and barn area at the WNC Agricultural Center and more financial support for that facility from the State. Adding horse camping areas to the parks that have none would be good-stalls for horses, parking for trailers, etc.
- We need county funding for a public facility.
- We need someone in state government who is willing to help us.
- We need to promote and increase the trail systems we have. We need to build a good show grounds with arenas the right size and with the right footing for the types of competition held. We need to promote horse businesses and educate horse people on the potential of the horse business.
- We really need to have some type of covered show rings. Not necessarily a facility the size of Williamston, but some type of covered area would be great.
- Willingness and openness of horse people - to allow others 'in'
- Work with local tourism groups
- Work with the local horse farms, like Maple Ridge Farms, NC Cooperative Extension etc. and put together a committee with Halifax County Tourism as a lead agency to explore the possibility of further developing this aspect of our industry.
- Working with developers to leave an Equestrian right of way around their projects.
- Working with government officials to connect non-fragmented open space into trails for bikes and hoofs.
- Working with large landholders to get access for horse riding.
- Working with local Brunswick County Horseman's Association and Brunswick Community College to develop continuing education courses in equine topics..such as equine tourism to raise awareness and identify individuals interested in working with the county and region on this issue.
- Would have to meet with our Extension Office to see what is already taking place within the county
- Youth character development. Something for the visiting family with kids who rather be on a horse than at the beach.

Appendix F Additional Comments

- A campaign to enlighten the citizens on the benefits that can be realized from Equestrian Tourism is needed. Many citizens speak negatively about such activities because they are not involved in equine activities nor do they understand why anyone would be involved. If it is not tobacco or beef, then it is not agricultural to many of them.
- A showground could easily be developed on the Wayne County Regional Fair property. Several stalls are already available.
- Again, there is plenty of horse activity going on I don't know about. I have ridden here for 20 years, and I'm always meeting horse enthusiasts at work usually, some in my disciplines, some I've never even heard of.
- All equestrian tourism events or facilities in Orange County are private... The parks both state and county are off limits to equines despite 'plans' to include bridle trails in the original design.
- Am new to the horse scene, would like to have access to information that encourages horse/equine related activities, for both beginner and advanced riders. I see many horse farms in Cabarrus County but don't know of too many resources for information.
- As a strong advocate for tourism in our area, I feel the equestrian interest is already in place, just not capitalized. The Wilkes Horse Owners Association has indicated a desire to grow the industry and would appreciate the assistance and direction.
- Best case scenario - Tanglewood 2nd best case scenario - focus on Davie County
- Bladen County has a large tracks of land available for the development of Equestrian Tourism. CA Butler Farms is located in Bladen County and does a great job in promoting their stable and horses. It would be wonderful to see an offshoot of their facilities.
- By taking this survey, I realize that our county has much to offer but has not been promoting equestrian tourism. We are missing a big opportunity!
- Can you use this survey response list to continue email dialogues?
- Cleveland County has many good horse people with some horse savvy. WE also have a group of cowboy wanna-bes. It is hard to deal with stubborn know it all guys and women who won't let some of the 'really' knowledgeable people explain the reality of horses and horse sense, for a variance of activities that any 'horse lover' can understand and enjoy--If that makes sense??!! I maybe answered some of this incorrectly--sorry. Thank you for the opportunity.
- Contact the Carolina Horse Park and volunteer for an event to evaluate its part in developing equestrian tourism in the Sandhills.
- Do not have any knowledge about any equestrian events in the county.
- Do you know of a website that would display horse trails in my area.
- Do you know where small businesses can get affordable equine insurance?
- Don't know what Randolph County has currently, but the county is very rural and very pretty and could probably support Equestrian Tourism
- Equestrian tourism would be a good fit for Scotland County if the right people were involved. The St. Andrews Equestrian Center is vast and could be used during the summer for many different activities.
- Equestrian trail locations suitable to carriage combined driving events and marathons have been proposed but abandoned in Wake County.
- Equestrian training sessions - local to Winston-Salem / King area? Communication of trail riding events. State/private Equine campsites and trails

- Even I was not aware of the top level equestrian activities when my husband and I first started coming to the area. Only after I moved here did I become aware of the international, national and local talent that is here.
- From our community's experience it seems the most benefit is realized at hotels, restaurants, fuel stations. Specialty shops (tack, etc) have not benefited thus far. General shopping (Wal Mart, grocery stores) have experienced some benefits.
- GO for it! I have a boarding/ training/ teaching facility and am ready for new programs, experiences and better ways to offer the public an opportunity to see the magnificence of horses up close!
- Good idea...Moore County can use more resources, as many of the open spaces will be threatened by the expansion of the Ft. Bragg community.
- Good luck
- GOOD LUCK!
- Good survey. It is based on my county, Wake, which should not in my opinion spend any public funds on expansion of this type of tourism. Any investment should be from the private sector. It is hard to answer this survey with a broader point of view. There are many other counties in the state that could benefit from expansion of equine tourism, but not Wake. And, no public \$\$\$.
- Great idea, motivation from locals needed.
- Great industry that helps preserve the 'green' in a state, horse farms keep the land in ag....new jobs and development of small industry in an area, college scholarships for the high school youth that are involved....horse folks like to spend money on their horses, and this is a passion for the retired!
- Groups/clubs are few and in-between. Those that I have come across are close knit. That is not a compliment. This area is entirely too clannish. There is too much of a 'who are you and who the heck do think you are' attitude, usually derived from those who are the least educated and back-woods. Yes, the money-folks can be back woods too. There are people in this area who have always been around horses. Some are making a good living with it. I still have yet to met a fair few that know what they are doing. Poor quality.
- Harnett County would be able to 'ponyback' on the Moore County equine industry, with the twist on equine tourism, with the right amount of focus and development.
- Have ET brochures at Welcome Centers in NC listing equine participants and their services
- Hope this helps.
- Horses are big business in NC. It would be nice to have more opportunities for horse related activities.
- How soon can you publish the results?
- How will hunting impact riding lands? - if Sunday hunting goes through will it negatively impact riders? I know Hill Forest will close to riders during deer and turkey season. In general riding and hunting could be allies for preservation of open space.
- I am a member of the Twin Counties Cowboys for Christ Chapter (Nash/Edgecombe Counties). We are the group I mentioned regarding C.A.R.T. program. We also hosted a horse festival last fall, but it was held in a neighboring county. We are also planning on holding another one (at the same location) the end of September
- I am constantly being asked 'Can I bring my kids to ride your horses?' 'Because we don't know where we can go to ride horses.' 'Where can I take my kids for lessons?' 'I want to be around horses and ride them, but I don't want to own them.... I don't have enough land for them, anyway.' A population boom is happening in Iredell County, being just north of Charlotte, and a lot of money is moving into the southern portion of Iredell County around Lake Norman. The demand for equine activities is there, but those of us lucky enough to own our horses seem to be the only ones able to enjoy horses. There are very little public equine areas, and open land is going

away too fast as the old dairy farmers are selling off their huge farms to developers, who build houses for families who all want to ride horses! If there were more tack, clothing, leather suppliers, etc, in Iredell County, we would not have to be mail-ordering and ordering off of the internet for our equestrian stuff. That's a lot of money. I think that if/when the Iredell County Cattle/Equestrian/Livestock Exposition Center gets built.... it will bring in millions of dollars to the local economy, and we will see equestrian businesses spring up, as well as equestrian-themed hotels, restaurants, gift shops, etc. We just need Raleigh to approve the monies again.... we had it once, just need to get that same support. We would be happy with a rustic arena or a round-pen, to start!

- I am constantly online searching for horse shows and riding trails to go to. I end up going to Asheville or Raleigh; I would rather have others coming here, to a place where one would expect to find equestrian activities - the beautiful foothills of the Blue Ridge Mountains.
- I am not really aware of what is available in Randolph County. I ride on the Uwharrie and Morrow Mtn trails and also in other parts of the state. I recently moved to this area and had a hard time finding anything available in Randolph county, hence I went to Davidson. Hopes this helps.
- I am planning to leave Wake County as soon as possible because of the massive development. When I moved to Apex (years ago) I had miles and miles of trails. Now I can only ride on my property and the developers are trying to buy me out! I have been involved with efforts to save the trails at Harris Lake and Jordan Lake. Horse people made those trails - it is sad and unfair that we have been run out.
- I believe that Equestrian Tourism needs to be developed. It would help our community's economy and help restore an appreciation for horses.
- I belong to NCHC and Blue Ridge Horseman's Association and Happy Trails Cowboy Church, which is held at H & H arena. I wish there was at least one horse riding area in this county for everyone.
- I don't see Davie County becoming an equine Mecca, but the local 5 or 6 county area could certainly increase the equine awareness by cooperative efforts that would attract equine tourism.
- I don't understand all the Government money being spent to develop horse facilities in the Reidsville area when we have such a good start already in nearby Hoke County. This money could have been spent better augmenting the CHP.
- I have heard that there is a group of people in the county that is trying to ban horses from the Cone Park trail system. The trails were originally created for horses and the trails bring lots of people to this community just to ride and enjoy Cone Park. I also understand that the park service is thinking of adding bike traffic into the mix. I think that this would be a major mistake and setback for the horse traffic. Just an accident waiting to happen and more than likely, the horses would lose. These trails bring lots of horse people into our area and it would be a shame to lose such a wonderful place to ride.
- I have lived in my county Caswell for many years and hardly anyone had horses when I moved here. Now there are so many people with horses in all it is clear that it is a growing interest and would bring substantial tourism.
- I have no interest what-so-ever in horses
- I just returned from an equestrian vacation in Ireland (a place built on equestrian tourism). All I have to say is 'if you build it, they will come'
- I own a tack shop and think this is probably the only way I could possibly stay in business.
- I really do feel equestrian tourism will be a great addition to any county in North Carolina. It is a great family activity that all ages can enjoy and participate.
- I recently visited Alachua, FL and there was a Retirement Home for Horses, not-for profit, named Mill Creek Farm. Since this farm was located close to the Ocala Horse

Industry, it presented an excellent tourist attraction to get people interested in horses. The farm was so well laid out and organized it could serve as a model for rescued facilities in every state. I would like to see NC pursue this model.

- I think a better understanding of what the area can offer is needed. There is lots of beautiful countryside that under the right management could be a great money generator for the county.
- I think it could be a boost to the economy but we need to take ownership of our impact on the trails. The WNC Ag Center does an excellent job promoting events. We could use more tack stores.
- I think it is needed in Brunswick County, we are a fast growing county, and the horse industry has flourished here but we have nowhere to trail ride or hold any shows.
- I think Moore County is uniquely situated to be an Equestrian Tourism Center for the State. We have fox hunting, trail riding, carriage driving competitions, winter harness training, Polocrosse, Eventing, Hunter/ Jumper, Steeplechase, barrel racing, and more.
- I think Robeson County is in a superb location for a nice Equestrian Tourism facility. The SE Regional Farmers Market has the land and is conveniently located near I-95 and future I-74. Perfect place for this to develop.
- I think that it is probably a great venue for tourism but not sure what we have in our county presently.
- I think the industry has passed up extension and NCDA when it comes to some things (such as the reins program), but there is still much that can be done helping with surveys, helping horse owners know what the laws are when it comes to trailering horses, what trailers get inspected, who goes through the scale house, who doesn't, what papers are required to cross state lines, why have Coggins tests every year when eia could show up today and I was tested yet. and was negative. the Coggins test could be every two or three years and be just about as effective, but the vets wouldn't like it.
- I think the places that have facilities do well and traditional horse places--Tryon and Southern Pines--also do well. I consider Craven county a 'black hole' for horses--esp on a high level. I would love to see it more popular here but I do not have high hopes-- best of luck!
- I think there is a lot more going on than I am aware of.
- I travel to Tenn. and VA to ride and camp. NC has a fraction of what they have for horses.
- I would have considered this business myself and the comments in section 9 summarize why I gave up the idea. We, in the area, have noted the attempts by a private owner to build a horse camp area adjoining South Mtns. State Park and his lack of success in securing access to park trails, as well as the reported hostility of park management to horse use.
- I would like to know more about the tourism aspect. I have been a part of the horse community my whole life, in Wilmington, as well as National Org, such as AQHA, and APHA. I have been a saddle club member in the past, putting on numerous horse shows, as well as clinics. I feel there is a great need in this community for horse owners, and participants, to have more. I will be happy to give time for this, if needed.
- I would like to see it developed and get state promotion
- I would like to see the REINS program made available through satellite Extension Agencies so more people would be able to participate. Many people cannot spend 3 days in, or commuting to Raleigh for the program. If a satellite program were available, I guarantee that there would be more participation. I, for one, would take advantage of the satellite training.
- I would love to see equine tourism develop & will help where I can

- I would love to see this in our county, but I'm worried it might be put into the hands of the 'wrong' type of trainers/barn owners where they don't have the correct training and types of horses needed. I also think the county will not provide the resources needed to create or maintain the places needed to ride as it has very little money for human services let alone equestrian services.
- I would love to see what develops from this survey and it's exciting to see someone taking interest in the subject! Thanks!
- I'd love to see it happen - but I am quite pessimistic about government support (and I don't mean monetary) I think it could and should be self-supporting, but government planners need to see that there is some land left at reasonable prices, etc. We small fry cannot compete with the developers.
- If we give people a place to ride and compete they will come
- Iredell may be one of the counties most urgently in need of preserving green space for horses. South half of county is gone already to development. Northern half remains but landowners don't know they have any alternatives except MORE development. Help!
- It can be a very important part of tourism in this county. Some of the most popular riding areas (Harmon Den for example) are very near. The US Forest Service must be involved in planning and support-that is where the trails are in my area.
- It could have a tremendous financial impact on our county/state but it takes work on many different levels. This is a start but we have a long way to go. Horses have put our village, Marvin, on the map as being a distinctive and important draw.
- It is a shame that Cabarrus county has a beautiful facility, but horse people are not allow to use it.....what a waste
- It is a very beneficial effort to undertake; it will take a lot of convincing for 'non-horse people' to comprehend.
- It is all about the money. It takes that to develop the horse industry.
- It is the way to go.
- It just wasn't clear who was targeted. Who should be filling out this survey? It also would have been helpful to have contact information for the authors of the survey so we could ask questions. You could have perhaps included a link to the site where results will eventually be displayed. Thanks.
- it would be a great addition to this county
- It would be a tremendous boost to our local economy.
- It would be great not to have to drive hours to go to some big events.
- It would be nice if the survey would explain just what equestrian tourism encompasses.
- It would be nice to be able to ride my horses again in my area without being hassled by 'city folk' moving in on us.
- It would be nice to have trails available
- Its a very popular activity and one that would contain some of the money in our own county if there were more riding / equestrian facilities available.
- It's about time some one asks!!
- Just that I am saddened that there is so much disregard for 'open' land use in our county - for equestrian and other outdoor use.
- Land use is an issue that needs to be addressed in this county and across NC. The push for hunting on Sunday is a great threat to the horse industry and everyone involved in horses needs to know and add their voices against it.
- Let's get it going!
- Many of the answers given here will change with the arrival of the equestrian center in 2008
- Many trails enjoyed by horsemen in the past are in danger of regulations being imposed to stop horse traffic. Also hunting on Sunday would limit riding time in the forests.

- Martin County, which adjoins Washington, has a very nice equine center. Martin county and the counties joining Martin need to put more focus on this industry.
- More training rides, instructional
- Mule Days is the largest event in our county that brings horses and owners to Johnston County.
- Need more interest in Equestrian Tourism in this and other joining counties. Need more surveys about helping Equestrian and Agritourism in our county.
- Good luck!
- Keep up the good work!!!
- NORTH CAROLINA IS SUCH A BEAUTIFUL PLACE TO ENJOY HORSES- I'M MOST FAMILIAR WITH THE MOUNTAINS AND FOOTHILLS. ANYTHING DONE TO PROMOTE HORSES, HORSE TRAILS, HORSE HEALTH AND SAFETY AS WELL AS TOURISM WOULD BE WONDERFUL.
- Not a good survey. I have no clue what equestrian tourism is, so how would I know whether it's viable in my county. All I know is there are some random places along the roads I drive which indicate they have 'stables' and/or 'horse camps.' It seems like you should ask: How do I know about facilities? To what extent am I interested in horses and/or tourism. Good luck with this project. I hope you get what you need.
- Only that I really don't know that much about it and I think I accidentally received this email! :)
- Our county has many dedicated horsemen (women). We could have a strong positive impact in our county.
- Our sheriff is very supportive of the equestrian community and should be commended. His officers are very responsive when we have difficulties and he is willing to support horse-related activities.
- OUR TOWN IS VERY SMALL AND WE NEED SUPPORT FOR OUR HERITAGE AREAS TO ENTICE VISITORS IN OUR AREA, BUT WE CANNOT DO IT WITHOUT SUPPORT FROM GRANTS.
- Pamlico County has many individuals with a wealth of knowledge about horses. We have active horse clubs that work together for mutual benefits. We have individuals who donate time and materials for various equestrian projects. However, we lack the financial resources to buy land for designated horse trails.
- Pamlico County is interested in finding out more about equestrian tourism and what to do to promote it. I have attended their RDP and as an active member of the Pamlico County Horse Association would be interested in learning more to pass on to them.
- Participate in REINS
- People here just drive to Williamston, an hour away to see horse events there. Williamston is great. Keep that Ag center going strong.
- People working in it or leading must be horse savvy!
- Please research thoroughly and educate yourself and fight against the implementation of the USDA NAIS. This plan as written will be detrimental to the small farmers and private producers that NC Cooperative Extension serves. It will place undue burdens and costs on small farmers who are already struggling to survive, and WILL drive them out of business. In the end, there will be NO animal agriculture activity to TOUR. That, in turn, would make NC Cooperative Extension rather obsolete and un-needed itself...
- Polk County has extensive trails on private property, which depend on the generosity of landowners in allowing local riders to ride. We will have to be very careful not to advertise or create an expectation that these trails will be available to equestrian tourists. If we want to attract trail-riding tourism, public facilities will have to be created to serve them rather than expect the private landowners to host hordes of people with no accountability or responsibility for the commercial benefit of County

businesses. If that happens, the private landowners will close their trails and a special resource and heritage will be lost.

- Preserve some open space Open up some space we have now - 2000 acres in Duke Power State Park - 'O' horse trails!!!!!!
- Reins, vets, and other facilities are located in adjacent counties and incorporate or serve Pamlico, but not located specifically in the county.
- Since Latta Equestrian Center has recently changed management, it might be a good time to re-evaluate the potential of this jewel in Mecklenburg County. There are 16 miles of beautiful trails, public access to trail riding and lessons, and a lovely show grounds, however, shows are moving to other facilities because of the lack of a covered arena.
- Some thing that the state is missing out on. Tourism has to be an important part of the economy of NC and horses and folks together equal fun plus money!
- Some tourism examples, such as boarding operations, etc. I do not consider tourism. They are in my opinion, standard Ag. enterprises. I can see if they expand and invite the public onto the farm without intentions of boarding a horse, that would be tourism.
- Southern Pines, the heart of 'horse country', is running out of land and is affordable only to a few. Hoke County, our next-door neighbors, has much untouched land PLUS the Carolina Horse Park. The State needs to help that area so open spaces can expand rather than shrink.
- St. Andrews Equestrian Center is our main Equine Tourism opportunity. They do National Hunter Jumper shows, have an indoor arena, board, and give lessons to children with disabilities. Cooperative Extension also has an active 4-H horse club for the youth.
- Thank you for this effort
- Thank you for your interest in helping grow the equestrian world in NC!
- Thanks for doing this.
- Thanks for starting this endeavor
- Thanks for trying!
- Thanks Tim and Carol for taking the time to develop this survey.
- The amount of economic impact by the equine industry is staggering but not well recognized by the public officials.
- The Equine Industry is a very significant factor and needs to be protected.
- The facilities in Fletcher NC, Fence Equestrian Center in Tryon, Latta Park, Raleigh and the newer one in the eastern part of the state stay booked up. There will be bookings if the facility is built. We have to travel to Charleston SC, Lexington KY, Lexington VA, Pinehurst area, Greenville SC, etc to find places big enough to have events.
- The horses are here in Pamlico County! and still coming. Pamlico County needs to tap into this industry. It can bring life and money to this county and because horse people like open space we don't overdevelop!
- The North Carolina Cooperative Extension Service has helped bring the Horse Industry forward as well as establishing an active Horsemen's Association for our area.
- The number of horses continues to increase each year in Wilkes County. On any weekend the number of horse trailers passing through Wilkes to other destinations is phenomenal. Those attempting to start businesses have so far lacked working capitol or the expertise to tap tourism, but the potential is there and growing as second homes and vacation developments move in.
- The only two places I ever heard of in NC that you can take your horses on vacation are Brown Mountain Lodge and Leatherwood. The Blue Ridge Horse Riders Association seem to be well organized and have a very good club.

- There are a huge amount of riders in this state looking for some place that is safe and fun to ride and show.
- There are a lot of horses and horse people in our county. It would be a shame not to take more advantage of this fact!
- There are holes in our local equine tourism offerings. There are no trail rides for visitors without a horse. There are no farm stays that include a 'dude range' type of experience. Many of our equine activities are limited to a higher income horse owner.
- There are lots of horses in my county. At present we own and board. My family has fox hunted for years. The hunt dissolved this year for lack of interest and financial support. We had to hire a full-time professional huntsman to care for the hounds and hunt the hounds. That gets very expensive without many members. Good luck!
- There are many other more important and more popular tourism agendas than equestrian tourism.
- There are many people who trailer down to Southern Pines to ride at the Moss Foundation. It would be great to have more trails open to horses in this area and more interest in horsemanship for some of the young people who have a lot of time on their hands.
- There are quite a few other trainers/facilities in this area of Hoke County. I hope this reaches them as well. The county can certainly use the tourism. I'd like to see the results of this survey.
- There are so many State and National Parks that do not allow horses in their parks because they do not have the facilities to handle that. As tax paying citizens, I feel that horse people should be given equal opportunities to enjoy the parks with their horses that have riding trails close by or next to them.
- There have been attempts made by local individuals, with resistance met. Good Luck!! It would be Great to see some local Equine events
- There is a grass roots group eager to serve
- There is a large equine population in Guilford County that currently travels all over the state and nearby States to attend Class A shows that could be help locally.
- There is huge potential for growth of this industry in Yadkin County. The main thing holding us back is the depressed economy in this area. We have a large number of horses, but the major employer is a textile company that has been laying off workers. People are afraid to spend money. There is just a hand-full of large land owners in our county and they own virtually all the 'good' land. These are mostly tobacco farmers who don't want to sell there land to anyone they aren't related to. Until this changes, a major restriction will be land availability.
- There is more Equestrian Tourism in the area than most people are aware of..Maybe not as large scaled as the County would like.. however.. lots of people visit family and friends and find places to trail ride or just visit a Horse Farm.. This survey is too vague..
- They starting in that direction, then put it on hold for 2 years
- Think this is a great idea, just keep at it. Thanks
- This county could become a strong equestrian county because there are several good barns and academies in the county.
- This county would benefit greatly with the equestrian center. Develop horse related i.e.: high school rodeo, equestrian teams in the schools. Develop equestrian related classes and educational opportunities in the schools
- This is a very important industry that has been overlooked and pushed to the side.
- This is a wonderful idea! Keep the thinking cap on.
- This is an area that has tremendous potential in our county.
- This is not at all what I thought this survey would be. I don't understand the questions. What is meant by viable in Q2? I know that if trails and lodging (horse and rider) were developed in other parts of the state (beaches, mountains,

piedmont) I would love to get away for the weekend with my steeds. I am an owner of horses and trail ride extensively. The problem is often the # of miles offered. 10-15 miles is minimum. That would be a 1-1.5 hour ride for my 'group' of friends. Loops of course are better. Figure 8 are best-when laying trails. Not sure what ever happened to the rails to trails. This would be an excellent place to start. Don't understand what you mean by stakeholders or players. Is that some one who would develop the ops or those that would use the trails/lodging? Good luck. I would love to see more places to haul my horses and meet new people who share my love for them.

- This is probably the best chance that Scotland County has to attract tourist on a regular basis. At present it is being ignored and thought of as a no value idea.
- This is the right direction for eco-tourism in North Carolina!
- This would be fantastic for tourism in Cleveland County!
- This would go right along with one of our greatest growing interests in the Piedmont area and that is Agri-Tourism. Involvement with horses by people of all ages results in better health and well being as well as giving a feeling of accomplishment.
- Though there are PLENTY of counties with lots to offer the equine traveling types (like me), I really don't feel Sampson County has that strong of a draw. However, if I've overlooked some important tourist element - please let me know! I've ridden Bladen Lakes Forest in Elizabethtown. I was warned that shady people frequent the forest (I was riding alone). That's the only public place I can think of.
- Unfortunately, I couldn't answer all of the questions. I know hundreds of people with horses that enjoy riding and the forest.
- NC Horse Council and NC State keep things centralized in Raleigh.
- Until this county can afford better political leadership, there is no encouragement for new ideas.
- VERY interested in pursuing this for our area.
- Wayne County needs a good riding trail in the county with over night camping for horse trailers. Thanks
- We are actively pursuing equestrian tourism thru several avenues. We have hundreds of visitors to come to our county every weekend for equestrian events including A rated shows, steeplechase, clinics, USPC rallies, eq art shows, etc.
- We currently brainstorming this issue (Cleveland) countywide.
- We do not offer Equestrian Tourism at this time
- We have a REINS group in the next county. They appear to have a talk/dinner or an educational event about once every month or two. Very pleasant group...they may have more going on than I am aware of. Many of the OTHER local 'Trail Rides' that one becomes aware of are actually mod to large groups of generally adult men with a few women, and a lot of drinking going on...as well as out of control riding....NOT the environment one would choose to take a child or young adult to.
- We have equine vet, REINS group, and farrier service in neighboring counties. I, personally, have a great interest in this area. I just don't have the available funds yet to get more involved. I have future plans for a horse barn with stalls, and possibly selling feed and other horse-related items.
- We have great shows for tourism at FENCE and Harmon Field
- We have inadequate facilities for shows, clinics, and equine activities. The closest public facility is probably in Mecklenburg county or Davie county. We definitely need more promotional advertising for the horse industry-after we obtain proper public facilities!
- We have one of the strongest REINS groups in the county with strong leadership.
- We have people who would be reins volunteers if they did not have to pay out of their own pocket for training, etc.

- We in all forms of agriculture do the worst job of tooting our own horn. The horse industry must do a better job to communicate not only with our members but the businessman in our areas as to the value this industry to our state. Count us in!
- We need more help to keep horseback riding available in Hill Forest
- We need more horse stuff around this area
- We own many horses & have been actively trying to establish our farm as a place where tourists/school groups can come to touch, ride, drive, and see horses on a daily basis. Our biggest drawbacks are insurance, marketing, & zoning. We would like to preserve this wonderful heritage before it is legislated out of existence to tourists. Please contact me if there is anything we can do to help.
- We really need help with this!
- We used to have REINS volunteers in Pamlico. Craven County has the nearest REINS volunteers now. Our counties are so close, Equestrian Tourism could be a jointed effort possibly.
- We want caring, knowledgeable horsepeople to come to Moore County, not just anyone who owns or occasionally rides a horse.
- What are you planning to use the survey for exactly? How do you define Equestrian Tourism?
- What can the extension office offer in the way of help to get some trails going on public lands??
- What is REINS? Great acronym, by the way...Would like more info about REINS and also any info on what to do if I (or people I'm referring to the survey) could do to help promote this great idea!
- Wilkes County needs a facility badly! Western North Carolina needs help getting a facility started.
- With the growing number of baby boomers getting into the horse industry, we need more access to public areas to ride. For example, Dan Nicholas Park could add equestrian trails. Our local cooperative extension office could offer more programs on horse training, care and nutrition.
- With the large number of horse owners in the County, we are prime for facilities and programs.
- WNC is flush with camping opportunities and natural resources such as the national parks and forests lands that would provide ample opportunity for equestrian tourism. Organization of efforts will greatly aid this goal.
- Would be extremely interested in boosting Equestrian Tourism as this should increase my enrollment in our equestrian program at Wilkes Community College
- Would like to have this develop in our county more.
- Would like to learn more on what the Visitors Bureau can do for our current businesses.
- Would like to see tourism include those with disabilities. I am witness to how powerful the relationship can be between a rider with special needs and a horse. It is truly amazing!
- Would love to open a tack shop feed store and really get tourism started in this county
- Would love to see more done in Guilford County.
- Yadkin County has some beautiful land to ride on, and it needs to be cultivated as such. The equestrian community needs to be seen by the county citizens as a caring, responsible group of people who want to use the land in a positive way.
- Yes. Let's give it all the support warranted!
- You need educated horse people to organize such an effort. There are special needs for horses and horse people. These have to be intelligently addresses to have a successful Equine Tourism industry.
- You need to mention the help it is in the Therapeutic sector. Also, interaction with a horse is therapy for anyone, they just don't know it.

- You seem to be interested mainly in large operations that might attract outside people. How about the simple presence of a lot of people with a few horses that ride locally and contribute to the local economy?