

# Pine Knoll Shores Asset Mapping

The NC Main Street & Rural Planning Center works in regions, counties, cities, towns, downtown districts and in designated North Carolina Main Street communities, to inspire placemaking through building asset-based economic development strategies that achieve measurable results such as investment, business growth and jobs. It is commonly referred to as asset-based economic development.

The purpose of the exercise: to take an inventory or to “map out” what is valuable in the community. Assets are the economic, cultural, natural/recreational, institutional, community/human and governmental makeup of what makes the “community” unique. Community is defined as a region, county, city, towns or it could be defined as a downtown district or a neighborhood. The “community” should include assets within the town’s boundaries, and assets that are nearby that bring people and money to the community.

## Inventory of Assets

The workshop took 60 minutes. The group (approximately 20 people) present defined economic assets, cultural assets, natural/recreation assets, institutional assets, community/human assets and governmental assets. Each participant was asked to write down one asset in one of the categories. They wrote each asset on a sticky note and the facilitator placed it on the map on or by the asset category. The facilitator continued the process until all asset ideas were exhausted. Duplicate assets were counted to see how many people identified them (assets ranked in chart on following page).

## Community Asset Map



The final step was to work with the NC Main Street & Rural Planning Center’s GIS Specialist or a local GIS Specialist to plot the assets a map. Mapping assets often leads to visual and spatial patterns emerging, which can enhance economic and community development efforts. The mapped assets also give the Town valuable information about what the people that comprised the group identified as most important to them, and can lead to assistance with prioritization of the strategic planning update process.

## **Pine Knoll Shores Asset Mapping Results July 13, 2017 Meeting**

### **Community Assets (in and around Pine Knoll Shores)**

<b>Economic Assets</b>	<b>Cultural Assets</b>	<b>Natural/Recreational</b>
Beach (14)	Pine Knoll Shores history collection (2)	Bogue Sound (6)
NC Aquarium (9)	Beaufort Maritime Museum (2)	Water quality for recreation (5)
Bogue Sound (8)	Writers and poets (2)	Surfing (5)
Trinity Center (7)	Fishing industry	Canals (4)
Hotels in the area (7)	Sports	Intracoastal Waterway (4)
Library (7)	Seafood	Fort Macon (3)
Golf course/club (5)	Family time	Garden Club (3)
State Port (4)	Wide variety of talent	Marinas (3)
Real estate (2)	Nice people	Preservation of environment (2)
Rental property (2)	Military heritage	Kayak For Warriors (2)
Inn At Pine Knoll Shores (2)	Vacation/rest and relaxation	Beach Access #5 (2)
Pine Knoll Shores Realty	Iron Steamer	Roosevelt Natural Area (2)
Water supplies	Community	Maritime forest (2)
Kayak race	Tree City	Big Rock
Climate		Diving
Southern people		Shackleford Banks/Cape Lookout
Restaurants		Paddleboarding
Tourism		Beach
		Wetlands
		Cycling
		Bird watching
		Harkers Island Decoy Festival
		Swimming
		Kayaking
		Newsletter
		Sidewalks
		Fly fishing
		Trails
		National Scenic Byway

**Economic Assets**

**Cultural Assets**

**Natural/Recreational**

Festivals  
Beach Access #1  
Beach Access #2  
Beach Access #3  
Beach Access #4

**Institutional**

Carteret Community College (4)  
Carteret General Hospital (4)  
Duke Marine Lab (4)  
  
UNC Marine Sciences (3)  
Broad Street Clinic (3)  
NOAA (3)  
Churches (2)  
Boys and Girls Club (2)  
NC State CMAST (2)  
Sea Grant  
Salvation Army  
  
Hope Mission  
Humane Society  
Carteret Community Theater

**Community/Human**

Retired professionals (3)  
Volunteer committees (2)  
Women’s Club (2)  
  
Trinity Center  
Carteret Community College  
Event fees  
Veterans Center  
Crystal Coast Autism Center  
Boys and Girls Club  
Town communication  
Shoreline newspaper  
Sand to Sea education programs  
Leadership Carteret  
STS Day Camp  
Meals On Wheels  
Rhodes scholars  
Well educated residents  
SCORE  
Carteret Community Foundation  
Big Rock Charity Committee  
Engaged citizenry  
Book Nook  
Boy and Girls Scouts  
Feeling of safety  
Fishing expertise  
Boating expertise  
Social inclusion  
HOAs  
Leon Mann Center

**Governmental Assets**

Pine Knoll Shores staff (4)  
Carteret Courthouse  
NC Commerce  
NC Division of Coastal Management  
Marine Fisheries  
Hwy 70/Interstate 42  
Sidewalks  
Railroad  
Government cooperation  
Carteret County Public Schools  
Tourism Development Authority

\*Number denotes how many people identified the asset(s)

# Pine Knoll Shores Asset Map



Cherry Point - 5 Miles ↑

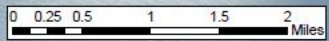
Camp Lookout - 25 Miles ←

Cape Lookout - 6 Miles ↓



Map Created July 2017

- Assets**
- Community
  - Cultural
  - Economic
  - Governmental
  - Institutional
  - Natural
  - Pine Knoll Shores
  - Municipal Boundary



# Assets Located Within Pine Knoll Shores

