

Currituck County Economic Development Plan (draft 8/7/17)

Economic Positioning/Vision: A sound to sea mosaic of communities with a resilient nature-based, balanced year-round economy for tourism, agriculture, and value-added professional services and industries

TOURISM	PROFESSIONAL SERVICES & INDUSTRIES	AGRICULTURE
<p>Goal: Maintain the beach quality of life and preserve assets while managing growth <i>Objective #1.1: Protect biodiversity and natural resources through a variety of conservation methods (open space areas and beach erosion)</i> <i>Objective #1.2: Increase high quality tourism and revenues per visitor, number of businesses, and open space area</i> <i>Objective #1.3: Facilitate the ability to provide worker housing, measured by number of service industry employees and where they live</i></p>	<p>Goal: Increase level of services for healthcare and senior services <i>Objective #4.1: Increase square footage and jobs devoted to healthcare (including pharmacies, medical spas and home health) and senior services</i> <i>Objective #4.2: Create a regulatory and infrastructure environment that will encourage development of continuing care communities for seniors</i></p>	<p>Goal: Increase value-added agriculture in the county and expand agritourism <i>Objective #8.1: Increase agricultural receipts, particularly for farm-to-table and aquaculture with the potential linkage to grocers</i> <i>Objective #8.2: Increase the number of agritourism operations in the County</i></p>
<p>Goal: Improve year-round tourism on the mainland <i>Objective #2.1: Increase frequency of events and attendance at attractions on the mainland, measured by visitor surveys and sales tax receipts, and number of new attractions</i> <i>Objective #2.2: Increase tourism receipts and sales tax revenues in Lower Currituck</i></p>	<p>Goal: Expand infrastructure capacity to target professionals (ex. water, sewer, internet, etc.) <i>Objective #5.1: Increase new square footage and jobs devoted to professional services, including home-based and telecommuting work</i> <i>Objective #5.2: Improve water and wastewater capacity in Lower Currituck and the Northern Mainland to plan for business retention and expansion</i></p>	<p>Goal: Protect highly productive farmland <i>Objective #9.1: Refer to the Soil Conservation Service mapping of prime agricultural soils in making determinations for land use decisions</i></p>
<p>Goal: Expand Mainland Currituck’s brand as a golf and outdoor recreation destination, an area for winery tours, and microbrews <i>Objective #3.1: Increase visitor attractions/destinations in Mainland Currituck</i> <i>Objective #3.2: Increase visitor attendance in Mainland Currituck (ex. Sportsman’s Paradise, golfing, wineries, microbrews, etc.)</i></p>	<p>Goal: Retain and Expand Existing Businesses <i>Objective #6.1: Create a grass roots economic development focus to benefit all businesses</i> <i>Objective #6.2: Leverage the County’s growing residential population with retention and expansion of existing businesses</i> <i>Objective #6.3: Improve quality of education and trade school offerings</i></p>	<p>Goal: Explore the merits of and opportunities for implementing voluntary mechanisms for property owners to preserve their farmland <i>Objective #10.1: Include mechanisms that create a program for various conservation programs</i></p>
	<p>Goal: Develop a brand for Currituck County <i>Objective #7.1: Attract innovative value-added businesses tied to the branding of Currituck County and Free Trade Zone designation</i> <i>Objective #7.2: Attract more high income earners that can live and work in the county</i> <i>Objective #7.3: Develop branding for the various areas and segments of the County</i></p>	