**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

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

*NC Department of Commerce, NC Rural Planning Center – Implementation Plan Template*