

Currituck County Economic Development Planning

March 27, 2017 Meeting

Strengths, Weaknesses, Opportunities, Threats

Strengths

Beach properties allow lower county tax rates
 Natural resources/water frontage
 Hunting
 Greenfield/vacant, undeveloped, inexpensive land
 Airport
 Geographic location to urban areas
 Foreign Trade Zone
 Climate
 County staff
 Tourism brings opportunity
 Remoteness of neighborhoods that are not easily accessible

Weaknesses

Economy not very diversified (tourism-based)
 Close to urban area that not diversified (military-driven)
 On the beach, no road
 Development constraints on northern beach
 Lack of strong digital infrastructure
 Lack of water/sewer, development limitations
 Lack of transportation options
 Geographic shape of county
 Declining natural resources
 Not enough high paying jobs

Opportunities

Capitalize on demographic shift to older population
 Beach road
 Alternative energy and related support
 Spillover from water park
 Agricultural sector
 Open space
 Eco-tourism
 More water access
 Farm To Table farming, marketing local fishing catch
 Increase vocational opportunities in the County
 Recreation destination

Threats

Beach road
 Beach erosion
 Sea level rise
 Declining natural resources
 Natural disasters (hurricanes)
 Customer preferences (traffic, overcrowding)
 Political decisions that affect farming, insurance
 Development's impact on natural resources, density

Stakeholders/Partners

Stakeholders

Partners

Put a "P" next to the name or entity if they are a Partner

Stakeholders	Partners
County government	P
State of North Carolina	P
Water park developers	
Tourism and vacation rental realtors, property management	
Second home owners	
Dominion Power	
Albemarle Electric	
County Chamber of Commerce (Outer Banks, Currituck)	P
Currituck Historical Society	
Corolla Civic Association	

Stakeholders

Partners

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Non-governmental organizations for natural assets

P

College of Albemarle

P

Northern Beach Civic Association

Visioning

Unrivaled beauty rooted in history, growing toward the future

Heritage sports

Close proximity to the Outer Banks

Rural community

Mosaic grounded in cultural heritage, natural resources, agricultural roots, diverse geography

Economy based on natural assets

Year round economy