

October 28, 2024
UPDATE ON INPUT RECEIVED

To: Bertie Citizens
From: Robin Payne, Planning Consultant
Re: Input for Draft Strategic Plan

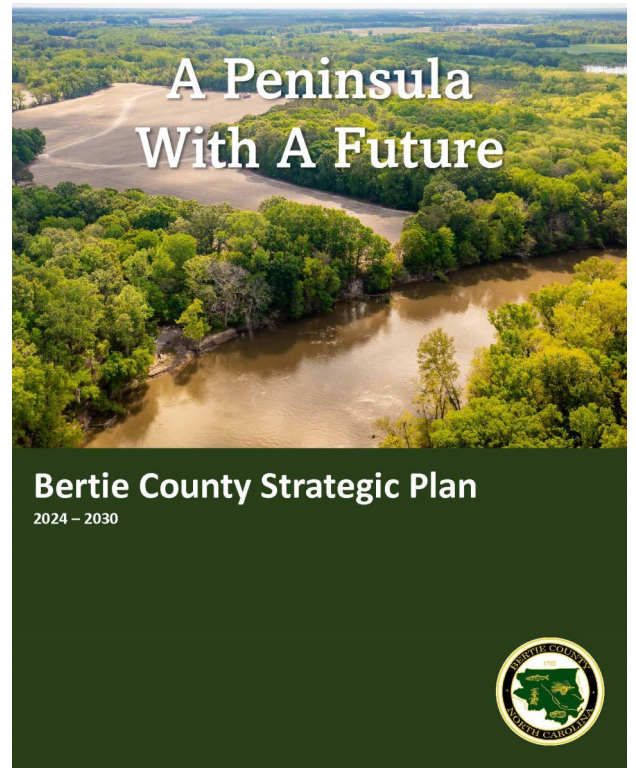
Hello Everyone,

Last week on October 23 we posted a copy of the Bertie County draft strategic plan—specifically the 5 focus areas to get more input.

Since then we've received a lot of feedback - Please see the attached pages. This week we'll get the draft plan updated.

Please continue to contact us with more ideas and/or questions.

Thank You, Robin



Sections Attached are:

- **Feedback Received October 23—28**
- **Guiding Principles**
- **Focus Areas**
- **Implementation**
- **Objectives**

Organizational Excellence
Citizen Needs
Growth
Opportunity
Attractive Living

Current year activities are highlighted in yellow.

Contact Robin Payne with any feedback or questions prior to December 1, 2024.
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Bertie County Draft Strategic Plan
Input Received October 23 – 28, 2024

Suggestions and Questions		Reply
1	Consider Mobile App for better Citizen Engagement.	Will add to Organizational Excellence Objective 1 - research is required. Management, costs, maintenance, etc.
2	Will there be public meetings for more discussion on the plan?	Yes. We will send out notices once we identify locations and dates. Also up for suggestions/invites.
3	It is too complicated to understand; maybe redesign the format and have breaks between sections.	Okay
4	By creating distinct infrastructure and growth sustainability targets, these projects could aim for waste reduction, higher generation of renewable energy, and sustainable agriculture, which also fall under this category.	Yes we can add targets to each Growth component but also need to research avenues waste reduction, renewable energy, sustainable agriculture to understand potential. Will add GED 4.7
5	What can be done to advance/assist agriculture?	Meet with farmers; Coop Extension. Will add to Growth GED 4 and Citizen Needs Objective 12.
6	Under a comprehensive health and wellness program, which spans wellness initiatives and mental health services, the county may partner with surrounding medical providers to host seminars and webinars to provide resources and materials to educate the public and encourage awareness, treatment, and prevention.	Yes. This has been discussed. There are gaps in services available and information on where to find resources is hard to find. Citizen Needs CN 3.1
7	Add Digital Literacy	Yes – will list under Opportunity. Need to identify needs to make this happen: internet, education for all ages, and access to devices.
8	Transportation – Identify more feasible alternatives to CPTA	Agreed. Will add to Citizen Needs Objective 10 Transportation
9	Continuous engagement strategies: How can citizens track and/or be part of plan activities moving forward?	Under Organizational Excellence: Public Access and Engagement – we can add OE 3.2 Current Project Tracking available on County website
10	What metrics will be used to evaluate success across different objectives?	We have reached out to industry partners for input
11	Employee exit interviews held in closed session	Will add to discussion under Organizational Excellence Objective 3.

12	Housing Implementation needs target #'s. How many were constructed by what date?	We are currently working on defining realistic #'s and dates from housing developers, existing industry partners, assessing available property, and where to access funding for infrastructure.
13	Consider 3 instead of five (5) focus areas.	Agreed. Attractive Living and Opportunity are core initiatives. Operational Excellence, Citizen Needs, and Growth are the core 3 focus areas.
14	Add a SWOT Analysis – Strengths, Weaknesses, Opportunities, Threats	Agreed.
15	Consider a page explaining Bertie's revenue and expenses. Identify where the County plans to obtain the additional funds necessary to achieve results.	Agreed.
16	What kind of regional collaboration is planned?	Good point. 1) To date, travel and tourism planners have been working across the region to strategize re:marketing but all agree that first each County needs to have services in place. Under Growth we will add GED 7.9 Regional Collaboration 2) Other area for regional collaboration is education – see Opportunity O 2.2 and O 3.1
17	What are the plans for addressing potential resistance or challenges from stakeholders?	That is a good question. It depends, of course, on the topic. It is essential to hear from everyone and at the same time work towards solutions that benefit the whole.
18	How will potential funding shortfalls be addressed?	The core of the strategic plan is mapped out on an excel spreadsheet. Every action item is listed. If funding is required, it will be tracked on the Excel for the appropriate year so the Commissioners can plan ahead to avoid shortfalls. See the Draft Excel sheets (we are working on the estimates to plan for Years 2 forward).

Guiding Principles

The Strategic Plan applies a comprehensive community-driven and asset-based approach to solving present-day needs and achieving growth. We believe that Bertie has incredible assets and when those assets are developed to their fullest potential, there is no limit to what we can achieve.

We understand that plans are just words and alone, are not sufficient. By following certain guiding principles, we must all act deliberately to make these plans a reality.

Guiding Principles Through Action:

- Strengthen internal County government capacity to serve and maintain an open-door mindset for municipal and citizen collaboration.
- See Bertie as a Network instead of individual pockets or silos.
- Achieve Equity by acknowledging, confronting, and addressing the disparities caused by disproportionate relationships to power.
- Preserve Bertie’s Natural, Cultural, and Historic assets to ensure its uniqueness.
- Incorporate partners and peers into our Objectives and Initiatives early on.
- Pursue Growth through community engagement first. Inclusion is the act of creating environments in which any individual or group has the confidence and support to participate in development and success and plays an active role in doing so.
- Believe in and promote regional connectivity



Focus Areas

Bertie County Commissioners provided tremendous input over the last sixteen months for developing a plan with an eye on producing a “task spreadsheet” to act as a project checklist where Action Items can be tracked and budget needs forecasted.

The Strategic Plan also represents the efforts of dedicated department heads who are committed to building a stable platform of evolving services through which positive and sustainable growth can be realized for all.

The priorities outlined in the Strategic Plan are organized into five key focus areas:

ORGANIZATIONAL EXCELLENCE

Provide organizational resources and high-performing management to meet the needs of a growing and sustainable Bertie.

CITIZEN NEEDS

Meet Citizen Needs to provide for day-to-day living and as a solid launching point for providing new opportunities for improved quality of life

GROWTH

Grow a diverse economy through the responsible promotion and preservation of Bertie’s assets. Asset-based community and economic development rest at the heart of an equitable economy.

OPPORTUNITY

Develop and maintain amenities and infrastructure that support and advance an improved quality of life throughout Bertie that provides opportunity for all.

ATTRACTIVE LIVING

Advance local, equitable, sustainable development of natural, cultural, historical, and artistic assets to support a flourishing community.

Implementation

The intent of this plan is to dive deeper than the traditional structure of a strategic plan with big-picture objectives and recommendations. The Bertie Strategic Plan is intended to be a working group document by providing Action Items for every Objective in five key focus areas.

Background

Beginning in 2022, the Bertie Board of Commissioners, department heads, strategic planning team, and project partners began holding strategic planning workshops that examined the requirements of every Objective. Shown in an Excel document format (See Appendix), these Action Items identify a timeline, the responsible person or department, and budget needs, thereby allowing for precise performance tracking and budget planning.

Benefits of this structure

- Group awareness for Bertie departments and project teams
- Projecting budget needs whether match requirements or core project costs enables the Board to plan ahead
- Attract partnerships that align with needs
- Recruit the right fit for County positions by clearly showing the work plan
- Objectives and action items provide a solid groundwork for grant applications
- Grantors able to see the planned steps towards sustainability
- Business growth occurs through awareness of County intentions
- Clear roles and responsibilities provide for accountability

Year 1 2024/25 Action Items Leverage Future Success

Action Items in Year 1 focus on Organizational Excellence, continuing the projects in progress, and laying the groundwork for future success. This will require diligence throughout Year 1 to obtain estimates and to identify potential funding sources and partners.

Tracking Progress and Forecasting Budget Needs

Long-range planning is needed to accurately implement a budget that takes action towards positive growth. The template shown to the right is a simplified version of staying on top of budget needs.

CURRENT YEAR 1 2024/25
Organizational Excellence (OE)
Access & Engagement
○ OE 1.1 You Tube Meetings
○ OE 1.2 Web Portal
○ OE 1.4 Municipal Liaison
Engaged and Productive Workforce
○ OE 2.1 Strategic Plan update at Dept Head meetings
Performance Evaluation
○ OE 3.1 Update Performance Evaluation instrument
Citizen Needs (CN)
Improved Health, Indoor and Outdoor
○ CN 2.1 RFG Recreation Growth
○ CN 2.6 Release RFP Ball Court@Complex
Improved Health: Access
○ CN 3.1 Gap Analysis
○ CN 3.3 Covid Crisis Response
Emergency Management
○ CN 4.1 911 Call Center Match \$
○ CN 4.2A EM Response and Evac
○ CN 4.2B EM Response and Evac-Additional \$
Animal Control
○ CN 6.1 Funding for shelter
Dept Social Services
○ CN 7.1 Meet State Mandate Requirements
Senior Services
○ CN 8.1 Obtain Certification
Flood Resiliency
○ CN 11.10 Hydrology North of Windsor
Growth (G)
Housing: Capacity Building
○ GH 2.1 Select 2 sites from Housing Report
Housing: Implementation
○ GH 3.1 Map Infrastructure Req
○ GH 3.2 Utilize Consortium Grant
Economic Development: Industry
○ SED 4.2 Fleet Site Availability EDPMC
○ SED 4.3 Map Infrastructure Req
Economic Development: Destination Bertie
○ SED 5.1 Strategic Plan
○ SED 5.2 Downtown Revitalization
○ SED 5.4 Investment Recruitment Package
○ SED 5.4 Assist with infrastructure required
○ SED 5.5 Obtain National Register as requested
○ SED 5.7 Provide capacity building assist to municipalities
Economic Development: Destination Bertie
○ SED 6.2 TDA
○ SED 6.4 Travel & Tourism Master Plan
Infrastructure: Wastewater
○ GI 9.1 Assist Municipalities
Infrastructure: Broadband
○ GI11.1 Gap Analysis
○ GI11.2 Grant

Forecast and Budget Template



2024/25 Current Activities

ORGANIZATIONAL EXCELLENCE

- **Public Access and Engagement**
Utilize YouTube for Commissioner Meetings
- **Create Web Portal** for receiving citizen input
- **Municipal Liaison**
- **Adopt and Initiate New Management Tasks**

CITIZEN NEEDS

- **Food Security – Grocery Options**
- **Improved Health - Indoor and Outdoor Recreation**
- **Improved Health - Access to Health Care**
- **Emergency Management Expanded Infrastructure**
- **Animal Control Shelter**
- **Social Services Growth to Meet Needs and State Requirements**
- **Senior Services Focus On Certification**
- **Flood Resiliency Cashie River Drainage**

GROWTH

- **Expand Housing Stock**
- **Economic Development INDUSTRY: Expand Capacity To Promote Potential Industrial Assets**
- **Economic Development DESTINATION BERTIE: Capacity Building Services for Municipalities and Non-Profits** Visioning, Needs Assessment, Planning, Project Development, Funding Identification, Downtown Revitalization, Investment Recruitment, and Infrastructure.
- **Economic Development DESTINATION BERTIE: Travel & Tourism** Adopt and Create Tourism Development Authority (TDA) and Complete Travel & Tourism Master Plan
- **Infrastructure Water Repair and Replacement**
- **Infrastructure Broadband Initiative**

Organizational Excellence (OE)

Foster a transparent, efficient organization challenged to implement the Focus Areas and Objectives outlined in the Strategic Plan and provide efficient and responsive services effectively and equitably.

Year 1 Current:
Years 2-6 To Be Determined

* Indicates New Management Task

Objective 1: Public Access and Engagement

Institute new pathways beyond email for the public to communicate with management, commissioners, and departments. Provide ongoing reports on strategic plan activity.

- OE 1.1* YouTube video platform for commissioner meetings
- OE 1.2* Design Web portal format for receiving citizen input and questions (Requires new web platform).
- OE 1.3* Report on projects annually in February (in time for upcoming budget planning and performance review)
- OE 1.4 Municipal Liaison

Objective 2: Engaged Workforce

Provide employees with state-of-the-art tools they need to be competitive, grow, and achieve their department's goals.

- OE2.1* Strategic Plan Update at each Department Head Meeting
- OE 2.2* Implement strategies to attract and retain staff that aligns with strategic plan
- OE 2.3 Institute competitive employee compensation
- OE 2.4 Provide internship opportunities - Identify departments and tasks then solicit . Is funding required?
- OE 2.5* Invest Annually in Professional growth and development. Need feedback from dept heads

Objective 3: Performance Evaluation

Provide for accountability in job performance.

- OE 3.1* Update performance evaluation instrument and timeline for Manager and Board Performance (by facilitator). February due date in time for budget planning and contract renewal(confirm current contract renewal dates).

Objective 4: Internet Technology

The Bertie IT Center's goal is a proactive approach to take advantage of technology fully. This will allow us to meet the needs of citizens in our rural community. Using technology to assist other county departments benefits out citizens as well.

- OE 4.1 New County website
- OE 4.2 Digital timesheet – links to Munis
- OE 4.3 Agenda and Meeting Management
- OE 4.4 P.O. Management
- OE 4.5 Network Switches
- OE 4.6 Improve Network Skillset
- OE 4.7 Server Virtualization

Objective 5: County Property

Maintain Bertie's physical infrastructure.



Objective 6: Clerk to the Board

Department goal is to stay current on Board Meeting Minutes, assist County Manager, and provide support to Board of Commissioners.

- OE 6.1 Updated software
- OE 6.2 Updated Adobe

Organizational Excellence (OE) Continued

Objective 7: Tax Department

The mission of the Bertie County Tax Office is to fairly and effectively administer the tax laws governing our county and to instill the highest degree of public confidence in our integrity and reliability by providing prompt, accurate and courteous service while promoting compliance with the state and local tax laws.

OE 7.1 Replace computers

OE 7.2 Storage needed for files

OE 7.3 Provide improved service area for taxpayers

Objective 8: Register of Deeds

Serves as a Custodian and Manager for public records and maintains notary records, grave removals, as well as marriage, death and birth certificates.

OE8.1 Passport acceptance area – computer and camera

OE 8.2 Additional rolling shelving (2) for storage

OE 8.3 Additional square footage required for file overflow

OE 8.4 Add 1 PT staff for Passport Acceptance

Objective 9: Elections

The Elections Department goal is to provide all citizens with required voting equipment and materials.

Your Right, Your Choice, Your Vote is the mission statement of the Bertie County Board of Elections. We pride ourselves on conducting secure, accurate, and accessible Elections to the citizens of Bertie County

- OE 9.1 ADA Accessible machines (16)
- OE 9.2 Supplies overrun – above typical annual request
- OE 9.3 Training and mandated travel

Objective 10: Finance

- Expand Munis modules: Budgeting, payroll and time cards, purchase orders, and contract management

Objective 11: Human Resources

To build and maintain a skilled and engaged workforce for a government organization

- OE 11.1 Recruitment/Onboarding software NEOGOV – subscription
- OE 11.2 Hard copy file storage rolling system
- OE 11.3 1 additional staff assistant

Citizen Needs (CN)

Meet the existing needs of citizens by addressing avenues for improved health, education, and safety to provide improved quality of life and opportunity.

Year 1 Current:
Years 2-6 To Be Determined

Note: Housing is under the Growth section.

Objective 1: Food Security

Address food insecurity through both short-term assistance programs like food banks and food pantries and longer-term solutions such as readily accessible healthy grocery stores.

- CN 1.1 Grocery Options outreach to identify potential solutions.
- CN 1.2 Grocery option feasibility/management plan. Partner with NGO and Municipalities
- CN 1.3 Implementation – may require acquisition/infrastructure funding
- CN 1.4 Issue availability to grocers
- CN 1.5 Senior foods service – Hot Meals
- CN 1.6 Homebound service Pre-packaged frozen for 1 week
- CN 1.7 Support needs of Food Bank services and Healthy options; Weekend Youth food delivery (250)



Objective 2: Improved Health/ Indoor and Outdoor Recreation

Bertie Parks and Recreation is dedicated to growing its indoor and programming to provide access for creating a better life for everyone by building strong, healthy, and resilient communities throughout Bertie County.



- CN 2.1 Issue RFQ for Indoor and Outdoor Recreation throughout Bertie.
- CN 2.2 Update Bertie Comprehensive Recreation Plan. Current plan expires in 2028 but to obtain any funding assistance all recreation elements should be included as soon as plans are available.
- CN 2.3 Architectural/Engineering Specs and Estimates per Recreation Growth Plan (2.1)
- CN 2.4 Funding identify per phases
- CN 2.5 Phase Implementation
- CN 2.6 Reissue bid notice/Build Basketball Court at Complex
- CN 2.7 Add staff to meet new programming needs
- CN 2.8 Enhance recreation programming
- CN 2.9 Facilitate the creation of boys and girls club
- CN 2.10 Establish a web platform for all recreation programming and sites
- CN 2.11 Leverage Outdoor Experience groups

Citizen Needs (CN) Continued

Objective 3: Improved Health/ Access to Health Care

Facilitate and partner with regional NGO's to provide quality, accessible and affordable primary and preventive care services in an inclusive manner to the Bertie County Region.

- CN 3.1 Gap analysis, map existing services – public and private
- CN 3.2 Form partnerships to address gaps
- CN 3.3 Implement Recommendations
- CN 3.4 Pharmacy – satellite locations. Rural health.
- CN 3.5 Opioid crisis response

Objective 4: Emergency Management

To provide essential care and support to Bertie citizens.

- CN 4.1 911 Call Center Project (80/20 match required) 12/26 end
- CN 4.2A Emergency Response and Evacuation (no match required)
- CN 4.2B Emergency response and evacuation additional funds requested (Congressman Don Davis) Fire Truck
- CN 4.3 Viper radio – units out of date
- CN 4.4 1 ADA Compliant transport
- CN 4.5 2 ADA Compliant Transport (1 EMS equipped)

Objective 5: Sheriff's Department

Promote a safe and vibrant atmosphere in Bertie County that helps support a thriving community in which to live, work, and play.

- CN 5.1 Create a Bertie Sheriffs Department APP.
- CN 5.2 K-9 Outfit cars, training, and kennel (Expand into call center space after new 911 Center built)
- CN 5.3 Evidence Storage – Renovate old school bus garage

Objective 6: Animal Shelter

Provide new shelter housing according to NC Department of Agriculture standards and to create a humane community for the pets and strays.

- CN 6.1 Build Animal Shelter (Funding assistance required first)



Objective 7: Department of Social Services (DSS)

Through our collective efforts and commitment to excellence, we will continue making meaningful strides towards enhancing the well-being and prosperity of Bertie County residents through Collaborative Partnerships, Outreach & Engagement, Staff Training, Maximize access to external funding, Strengthen Performance Measurements, and Expand Technological Advancement.

- CN 7.1 Meet State Mandate Requirements (Completed)
- CN 7.2 Internet-Based case management by 2026 requires new computers
- CN 7.3 Add Guardianship Position(s) – state reimburses 50-75%
- CN 7.4 Kinship/relative placement payments
- CN 7.5 Add IM administrator – state reimburses 50-75%
- CN 7.6 Add County systems Admin (IT)
- CN 7.7 Outreach for NC DHHS Programs and Bertie County DSS
- CN 7.8 DSS Building Repairs – See OE 5.13

Citizen Needs (CN) Continued

Objective 8: Senior Services/Council On Aging

The Bertie County Council on Aging serves all Bertie County Senior citizens, aged 60 or older, caregivers, and their spouses. Looking towards the future, COA is focused on expanding services to seniors and growing to meet the demand of more participants as Bertie's senior population increases.



- CN 8.1 Obtain Certification – Necessary for growth (In the process/current)
- CN 8.2 Obtain mold report (prior to any repair)
- CN 8.3 Expand COA to Rec side of building when Rec offices move in future
- CN 8.4 Expand programming and build awareness
- CN 8.5 Obtain computers for senior use
- CN 8.6 Building Repairs See OE 5.11

Objective 9: Veteran Services

Bertie County Veterans Services acts as the local advocate for veterans and their dependents by providing information about their rights and entitlements under various local, state, and federal laws.

- CN 9.1 Software for uploading and storing pension claims (Bell data license)
- CN 9.2 Create informational packages for Veterans
- CN 9.3 Host an annual Veterans seminar in Bertie. Costs will cover event, planning, promotional items, transportation)
- CN 9.4 Transportation Services. See CN 10.1

Objective 10: Transportation

CN 10.1 Utilize Choanoke Public Transit Authority (CPTA). Requires consistent schedule, route, and a minimum # of users. Organize with other Bertie groups and develop a plan. Youth recreation, seniors, and veterans.

Objective 11: Flood Resiliency

Bertie County's Resilience Strategy was created under the North Carolina Resilient Coastal Communities Program (RCCP) by the North Carolina Division of Coastal Management (DCM) and SWCA Environmental Consultants (SWCA) in consultation with a local Community Action Team (CAT). The objectives of the RCCP are to 1) address barriers to coastal resilience in North Carolina at the local level, such as limited capacity, economic constraints, and social inequities; 2) assist communities with risk and vulnerability assessments and developing a portfolio of planned and prioritized projects; 3) advance coastal resilience projects to be shovel-ready, or ready for implementation; and 4) link communities to funding streams for project implementation.

- CN 11.1 GIS Mapping Update is required
- CN 11.2 (7.3.2) Review Feasibility Study of frequently flooded roadways completed by NCDOT.
- CN 11.3 (7.3.4) Hydrologic Assessment required for all flood resiliency projects. Utilize CN 11.10 Hydrology Study conducted for north of Hoggards Mill for base.
- CN 11.4 (7.3.5) Produce Ditch and Waterway maintenance plan
- CN 11.5 (7.3.5) Institute Ditch and Waterway Annual Maintenance
- CN 11.6 (7.3.5) Waterways maintenance staff
- CN 11.7 Flood Resiliency Project Manager or Consultant
- CN 11.8 (7.3.8) Upgrade Emergency Shelter Southwestern
- CN 11.9 Consulting
- CN 11.10 (7.3.4) Hydrology Study and Engineer Specs for North of Hoggards Mill. Required prior to implementation.
- CN 11.11 (7.3.4) Siding Road Region
- CN 11.12 (7.3.4) White Oak Region
- CN 11.13 (7.3.6) Long Branch Region West of HWY45 completed in 2022. East-side retention stormwater acreage requires restoration.
- CN 11.14 (7.3.7) Sans Souci Ferry Road Repair required for year-round usage. Under NCDOT ownership.

Objective 12: Cooperative Extension

Working hand-in-hand with partners at N.C. State University, NC A&T, and Bertie County, we conduct groundbreaking research that addresses real-world issues and provide educational programming in the areas of agriculture, youth development (4-H), family and consumer science, and community and rural development.

- CN 12.1 Purchase van for expanded programming, educational events, and youth activities.
- CN 12.2 Extend and Repair Parking Lot
- CN 12.3 Painting – Short -term maintenance as paint is peeling on 3 sides of the building. See OE 5.12

Growth (G)

Grow a diverse economy through the responsible promotion and preservation of Bertie's assets. Asset-based community and economic development rest at the heart of an equitable economy.

Year 1 Current:
Years 2-6 To Be Determined

Objective 1: Planning(GP 1)

Long-range land use planning, overseeing current planning, and enforcing land use ordinances and regulations.

- GP 1.1 Ordinance Development – Utilize NC School Of Government
- GP 1.2 Zoning Identify industry corridors
- GP 1.3 Update CAMA Land Use Plan
- GP 1.4 GIS Mapping Update
- GP 1.5 Update Junk Yard Ordinance
- GP 1.6 Update Solid Waste Management Ordinance
- GP 1.7 Update Billboard Ordinance
- GP 1.8 Road Name Sign Replacement
- GP 1.9 Explore Dilapidated Structures Ordinance

Objective 2: Housing/Capacity Building (GH 2)

Groundwork necessary for increasing the supply of housing for all income and age groups, including those with special needs.

GH 2.1 Select 2 sites from 2023 Housing Report

GH 2.2 NCIMPACT – UNC: Our State Our Homes Consortium. Application Due 11/22/24

GH 2.3 Low-Income Homeowner Housing Repair (Provided by Carolina Rebuilding Ministry. 10-Year reduced rent lease on Southwestern)

GH 2.4 Establish network/partnership with large employers. Utilize Housing Authority.

Objective 3: Housing/Implementation (GH 3)

- GH 3.1 Map infrastructure for 2 sites – needed for funding application GH 3.5
- GH 3.2 Utilize Housing Consortium Grant
- GH 3.3 Implement Housing Product with local Bertie large employers. Issue Call to Developers.
- GH 3.4 Dream Point Housing (Complete)
- GH 3.5 Obtain Funding for Housing Implementation if needed

Objective 4: Economic Development / Capacity Building and Industry (GED 4)



- GED 4.1 New Economic Development website (requires OE 4.1)
- GED 4.2 Post industry Site availability on EDPNC
- GED 4.3 Map infrastructure needed
- GED 4.4 Update Lodging Study
- GED 4.5 Capital Improvement Plan
- GED 4.6 Develop strategies and tools that encourage development and strengthening of businesses

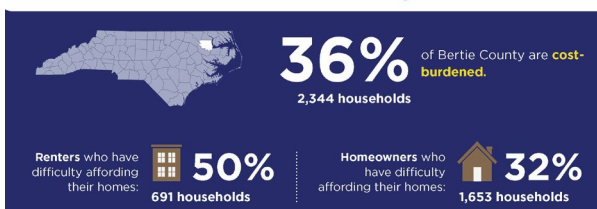
Objective 5: Economic Development / Workforce Development (GED 5)

Identify and Implement workforce development efforts for residents, youth, businesses, and partners that engages the local talent of various ages, skill sets, and background to support a diverse, inclusive, and growing economy.

- GED 5.1 Form network with BCS, regional colleges, NGO'S, partners. Produce "Jobs & Careers Now and into the Future" Plan



The 2024 Housing Need in Bertie County



Growth (G) Continued

Objective 6: Economic Development Destination Bertie - Capacity Building (CB) for Municipalities (GED)

Capacity Building can help with infrastructure implementation, strategic planning, grant preparation, and facilitate business recruitment.

- GED 6.1 Assistance for strategic planning, funding development, project implementation
- GED 6.2 Assistance for downtown revitalization
- GED 6.3 Produce Investment Recruitment Package for brick and mortar in downtowns
- GED 6.4 What wastewater/water needed to meet growth plans? Explore Regionalization. GI 10.1
- GED 6.5 Apply for National Register listing on historic properties
- GED 6.6 Provide Tax Incentives on downtown brick-and-mortar structures
- GED 6.7 Bertie County provide capacity building services for municipalities

Objective 7: Economic Development Destination Bertie: Travel and Tourism (GED)

Capacity Building necessary to move forward with Travel and Tourism economic activities.

- GED 7.1 Occupancy Tax Legislation
- GED 7.2 Tourism Development Authority (TDA)
- GED 7.3 Branding for Bertie
- GED 7.4 Travel and Tourism Master Plan
- GED 7.5 Facilitate Locally made, grown, raised
- GED 7.6 Film Industry
- GED 7.7 Business License Requirement
- GED 7.8 Small Business Development Support



Objective 8: Economic Development Destination Bertie - Special Projects/Bertie Beach (GED)

Under the category of Special Projects, Bertie Beach is for citizen use. It also is a prime economic development destination asset that, when finished, will leverage visitor spending throughout the County as travelers coming and going seek additional activities such as visiting restored downtowns, taking part in outdoor activities, and overnight stays.

- GED 8.1 Schematics and Estimates for Phase I Festival Stage, Education Pavilion, and Restrooms Phase III RV Campground and Trails
- GED 8.2 Phase I – Park Employee, maintenance
- GED 8.3 Shoreline Stabilization
- GED 8.4 Funding and Implement Phase II
- GED 8.5 Funding and Implement Phase III
- GED 8.6 Visitor Center I87 Projected for 2030
- GED 8.7 Annual Consulting for Bertie Beach



Objective 9: Infrastructure – Water (GI)

- GI 9.1 Map needs. Need to know proposed uses.
- GI 9.2 Obtain Engineering and Estimates
- GI 9.3 Funding and Implementation
- GI 9.4 Full-Time Employee
- GI 9.5 Dump truck
- GI 9.6 Air Compressor
- GI 9.7 Fix Base System – Upgrade all meters
- GI 9.8 PVC Locator Device
- GI 9.9 Itrol Mobile Radio – meter reader
- GI 9.10 Lease Truck #1
- GI 9.11 Lease Truck #2

Growth (G) Continued

Objective 10: Infrastructure – Wastewater (GI)

- GI 10.1 Assist municipalities needing repair, upgrades, or new infrastructure. Explore Regionalization. Partner with MIDEAST. Access NCDEQ and FEMA rural programs.

Objective 11: Infrastructure – Electric (GI)

- GI 11.1 Electric Upgrades to meet growth – mapping, engineering, estimates.
- GI 11.2 Secure necessary Funding

Objective 12: Broadband (GI)

- GI 12.1 Gap Analysis
- GI 12.2 Great Grant
- GI 12.3 Choose Carrier

Objective 13: Natural Gas (GI)

- GI 13.1 Mapping and Estimates
- GI 13.2 Funding and Implementation

Objective 14: Solar (GI)

- GI 14.1 Obtain study to share with public

Objective 15: Electric Vehicle (GI)

- GI 15.1 Map locations and research funding assistance

Objective 16: Transportation

- GI 16.1 NCDOT long-range Comprehensive Transportation Plan (CTP)
- GI 16.2 Sans Souci Road Repair (Link to CN 11.13)
- GI 16.3 County and Local Roads Repair

Opportunity (O)

Develop and maintain amenities and infrastructure that support and advance an improved quality of life throughout Bertie that provides opportunity for all.

Objective 1: Access For All (O)

- O 1.1 Facilitate access to banking and loan resources
- O 1.2 Capacity Building Resource Assistance
- O 1.3 Build awareness MidEast Revolving Loan Fund (REDLG)
- O 1.4 Institute Programming and Partnerships

Objective 2: Education (O)

Empower Bertie through focused educational initiatives. Students that receive a well-rounded education become catalysts for change and progress in their communities.

- O 2.1 Working with Bertie County Public Schools provide internships for youth (OE 2.4)
- O 2.2 Youth - Form network with BCS, regional colleges, NGO'S, partners. Produce "Jobs & Careers Now and into the Future" Plan. Reference GED 5.1
- O 2.3 Adult Continuing Education Opportunities

Objective 3: Workforce Development (O)

- O 3.1 Partner to support Trade School - apprenticeships, BCS, local businesses, future asset-based, comm college
- O 3.2 Develop Entrepreneur Incubator
- O 3.3 Build awareness for BCSBN & Comm College

Attractive Living (AL)

Advance local, equitable, sustainable development of natural, cultural, historical, and artistic assets to support a flourishing community.

Objective 1: Arts, History, and Cultural Resources

- AL 1.1 Support Bertie's Arts and Music
- AL 1.2 Protect Bertie's inventory of significant cultural and historical structures and places

Objective 2: Natural Resource Preservation

- AL 2.1 Provide protective covenants on natural areas that support asset-based activities and scenic viewsheds
- AL 2.2 Adopt additional Heritage Corridors (roadways) in the CAMA Land Use Plan.
- AL 2.3 Establish zoning to protect Natural Assets

Objective 3: Indoor and Outdoor Recreation

- AL 3.1 Ensure opportunities for citizens to utilize and explore Bertie's outdoors (See Improved Health CN 2)
- AL 3.2 Provide expanded indoor recreational activities (See Improved Health CN 2)

Objective 4: Vibrant Downtowns

Each of Bertie's rural downtowns is unique. The architecture and history tell a story that is valuable to the traveling public and restorative to locals.

- AL 4.1 Restore vibrancy to Bertie Downtowns by partnering and providing capacity-building services for municipalities electing towards a revitalization process. (See Destination Bertie G 6 and G 7.)