



# EDENTON

CREATING OUTDOOR RECREATION ECONOMIES  
STRATEGIC PLAN  
2026-2031



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# Acknowledgements

The Creating Outdoor Recreation Economies (CORE) program is made possible by a U.S. Economic Development Administration State Tourism Grant which awarded \$6 Million to the State of North Carolina's Supporting and Strengthening Resiliency in North Carolina's Travel, Tourism, and Outdoor Recreation Sectors Initiative. As a component of this Initiative, the North Carolina Department of Commerce's Rural Economic Development Division (REDD) developed the CORE program. The CORE program offers strategic planning and technical assistance to help rural communities leverage North Carolina's abundant outdoor recreation assets to bolster local economic vitality.

The REDD announced the technical assistance program offering Outdoor Recreation Economy Strategic Planning and Asset Development services in late 2022. Communities from across the state applied to engage with strategic planning services and 34 local governments were accepted to participate. Main Street & Rural Planning (MS&RP) staff, who is responsible for facilitating strategic economic development planning and implementation services, worked with local government staff to communicate the goals of the program, identify local opportunities, and assemble a planning work group.



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## **CORE Plan Adoption**

Edenton Town Council - January 13, 2026



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## Executive Summary

Through the CORE (Creating Outdoor Recreation Economies) Program, The Town of Edenton collaborated with the N.C. Department of Commerce, Rural Economic Development Division staff members and local stakeholders through a strategic planning process to identify and develop outdoor recreation assets that present economic growth opportunities. Strategy development focused on leveraging outdoor recreation assets to increase tourism, encouraging small business



development, enhancing quality of life for residents, planning for outdoor recreation asset and infrastructure development, and positioning the greater Edenton community to grow and potentially attract outdoor gear manufacturing industries. The planning process was tailored to meet the specific needs, goals, and opportunities that the local stakeholders identified.

The Town of Edenton CORE workgroup developed its own vision statement to mesh with the County strategic goals as well as provide a focal point for the CORE plan:

***Anchored on the Inner Banks of North Carolina where the Chowan River meets the Albemarle Sound, Edenton unites our rich history and natural beauty with outdoor opportunities on both water and land. World class boating, fishing, recreational trails, and access to our waters bring enjoyment and an exceptional quality of life to residents and visitors alike.***

The CORE program allowed the County to develop a strategic plan of work to expand the outdoor recreation economy. This report and plan of work lays out how to attract both local citizens and visitors to use the unique outdoor recreation assets as well as develop strong connections to the local culture, community and businesses.

The plan proposes strategies, goals, objectives, For the purposes of this strategic planning program outdoor recreation is defined as all recreational activities undertaken for leisure that occur outdoors, with an emphasis on those activities that involve some level of intentional physical exertion and occur in nature-based environments. Furthermore, other community assets and economic institutions that benefit from or complement the outdoor recreation economy are addressed in the plan.

The plan outlines a total of 12 recommended objectives under 2 main strategies and 7 priority areas, or goals. These goals, identified by the local work group, include:

<b>Goal 1</b>	Develop improved amenities and enhance public access to <u>water-based</u> recreational opportunities
<b>Goal 2</b>	Develop improved amenities and enhance public access to <u>land-based</u> recreational activities
<b>Goal 3</b>	Support and be engaged in the development of Hayes Farm as an asset that leverages Edenton's culture and history with outdoor recreation
<b>Goal 4</b>	Maintain a group that meets regularly and is dedicated to advancing the goals of this plan
<b>Goal 5</b>	Preserve and promote the history, charm, and natural beauty that make Edenton a great place to live and a great place to visit
<b>Goal 6</b>	Encourage and promote an environment of tourism in Edenton that adequately supports businesses in that sector and maintains the town's history, charm, and natural beauty
<b>Goal 7</b>	Maintain and strengthen the existing businesses and employment base associated with marine/boating sector of the local economy

Numerous actions and tasks were also identified that Edenton can undertake to increase economic vitality by leveraging outdoor recreation. These recommendations will serve as guideposts for the Edenton CORE Work Group as it considers future opportunities and will work in collaboration with other planning efforts undertaken by Chowan County and related jurisdictions.

The town of Edenton has a wealth of natural outdoor assets such as the Albemarle Sound, Chowan River, Bennett's Millpond, river camping platforms, and ongoing development at Hayes Farm Plantation. There is growing interest in outdoor recreation among residents, and the Town is poised to capitalize on those opportunities. The Town's workforce, economic development, tourism development, and local leaders can leverage its' outdoor recreation assets to enhance quality of life for residents, increase tourism, encourage small business development, and plan for outdoor recreation asset/infrastructure development. This will ultimately expand the economic possibilities for existing and future outdoor recreation businesses in Edenton and related communities.

## Background

There is a long tradition of outdoor recreation in North Carolina. From the mountains to the coast and everywhere in between there are incredible landscapes and unique places to pursue a wide variety of outdoor recreation activities. Participation in these activities generates a large economic impact. In recent years statistics show that participation in outdoor recreation is increasing, particularly in the wake of the COVID-19 pandemic. Continued growth in participation leads to the opportunity for the increased economic impact of outdoor recreation, particularly in rural locations where many of the state's outdoor recreation assets are located. There is also great potential to expose and engage people who have not historically participated in outdoor recreation activities at the same rate as others. It is important for all individuals to have the opportunity and access to enjoy recreational pursuits and to have an opportunity to benefit economically from outdoor recreation. These factors, combined with other on-going outdoor recreation initiatives across the state, make it an ideal time to think critically about how this sector can continue to be leveraged to benefit local economies.

### Economic Impact

Outdoor recreation activity and associated expenditures generate a large economic impact. This is a broad economic sector that comprises a diverse range of industries including manufacturing, retail, arts, entertainment and recreation, as well as many supporting activities such as construction, travel and tourism, accommodation and food service, and many more.

According to the U. S. Department of Commerce Bureau of Economic Analysis' Outdoor Recreation Satellite Account, nationwide, in 2023, the outdoor recreation economy represented \$639.5 billion in current-dollar gross domestic product (GDP), or 2.3 percent of the United States' total GDP. "Inflation-adjusted ("real") GDP for the outdoor recreation economy increased 3.6 percent in 2023, compared with a 2.9 percent increase for the overall U.S. economy, reflecting a deceleration from the increase in outdoor recreation of 10.2 percent in 2022. Real gross output for the outdoor recreation economy increased 3.2 percent, while outdoor recreation compensation increased 9.0 percent, and employment increased 3.3 percent." Overall employment in the outdoor recreation industry increased in 49 out of 50 states during 2023.<sup>1</sup>

At the state level, outdoor recreation contributed \$16.1 billion in total value-added economic impact to North Carolina's GDP. North Carolina ranked as the 11<sup>th</sup> highest state nationally in "Total outdoor recreation value added of current-dollar gross domestic product" in 2023. This included employment for over 145,000 individuals that resulted in over \$7.7 billion in total compensation. Employment in key industries within the outdoor recreation sector includes 6,930 in manufacturing, 52,439 in retail, 30,082 in accommodation and food service, and over 29,917 in arts, entertainment, and recreation.<sup>i</sup>

*Outdoor recreation contributed \$16.1 billion in total value-added economic impact to North Carolina's GDP. How can the Town of Edenton capture a larger portion of this sector?*



<sup>1</sup> U.S. Department of Commerce. Bureau of Economic Analysis' Outdoor Recreation Satellite Account, 2023. <https://www.bea.gov/news/2024/outdoor-recreation-satellite-account-us-and-states-2023>

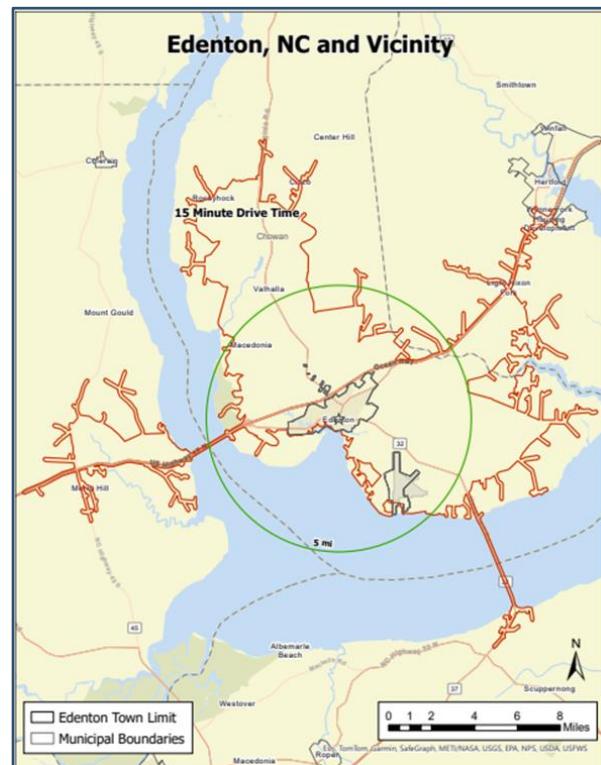
## Outdoor Recreation Participation

According to the 2024 Outdoor Industry Association 'Outdoor Participation Trends Report', "the outdoor recreation participant base grew to a record 181.1 million participants, or 58.6% of all Americans aged 6 and older. The number of "core"—or most frequent—participants increased by 5.7% (five million participants). Participants are most attracted to walking, hiking, fishing, camping, bicycling, and running outdoors and each of those major activities gained an average of 2.1 million participants. Nearly every signal in the 2024 participation data is positive for prolonged growth. Despite weakening economic conditions, the prospect of growth in the number of Americans who participate in outdoor recreation is very strong."

Studies show that approximately 56% of North Carolinians participate in some form of outdoor recreation each year<sup>2</sup>. This includes more than 20.1 million visitors to North Carolina state parks in 2023 - a 4% increase over 2022, representing more than 755,000 visitors. These numbers represent a significant sum of individuals participating in outdoor recreation and contributing to associated economic activity.

## Setting

The Town of Edenton is the county seat of Chowan County, located at the confluence of the Chowan River and the Albemarle Sound in North Carolina's Inner Banks region. Incorporated in 1722 and named in honor of Governor Charles Eden, Edenton served as the first capital of colonial North Carolina.<sup>3</sup> Edenton was also the site of the Edenton Tea Party, a 1774 protest planned in solidarity with organizers of the Boston Tea Party<sup>4</sup>, and the birthplace of Harriet Jacobs, an enslaved African American whose 1861 autobiography, *Incidents in the Life of a Slave Girl*, is now considered an American classic.<sup>5</sup> Edenton has been named one of



<sup>2</sup> NC Growth. Navigating the Outdoor Economy. <https://ncgrowth.kenaninstitute.unc.edu/news-media/navigating-the-outdoor-economy>

<sup>3</sup> Visit Edenton website, April 2025. <https://visitedenton.com/>

<sup>4</sup> "Historic Edenton: First Capital of Colonial North Carolina", *North Carolina Historic Sites* (brochure), Office of Archives and History Department of Cultural Resources, c. 2012.

<sup>5</sup> Yellin, Jean Fagan. *Harriet Jacobs: A Life*. New York: Basic Civitas Books, 2004.

Destination magazine's *Prettiest Small Towns in the South*, known for its authentic 18th-, 19th- and early 20th-century architecture.<sup>6</sup>

Visitors to Edenton often remark that it is "reminiscent of an idyllic town in a Hallmark movie, like Andy Griffith's Mayberry or Stars Hollow from television's *Gilmore Girls*. The community is known to be close-knit and welcoming.<sup>7</sup>

## Demographics

The U.S. Census reports that the population of Edenton has decreased slightly in recent years, from 4,467 residents in 2020 to 4,485 in 2023 – a decrease of 1.8%.<sup>8</sup>

The 5 largest ethnic groups in Edenton are Black or African American (Non-Hispanic) (58%), White (Non-Hispanic) (41.7%), Two+ (Hispanic) (0.268%), Two+ (Non-Hispanic) (0.0893%), and White (Hispanic) (0%).<sup>9</sup>

Edenton's poverty rate is double the state average: 35.7% vs. 13.2%<sup>10</sup>

Chowan County's 2023 tourism impact was \$30.11 million, +4.8% vs. 2022.<sup>11</sup>

### Edenton Socioeconomic Demographics

<b>Median HH Income</b>	<b>\$42,721</b>
<b>Average HH Income</b>	<b>\$28,453</b>
<b>Highest Income Distribution</b>	<b>Under \$50,000</b>
<b>% of residents earning below \$50,000</b>	<b>55.3%</b>
<b>% of residents earning above \$50,000</b>	<b>\$40.7</b>

Table 1 Edenton Demographics 20 Min Drive Source: US Census and Claritas

<sup>6</sup>Destination Magazine website, April 2025. <https://thederdestinationmagazine.com/edenton-the-souths-prettiest-small-town/>

<sup>7</sup> Ivanitch, Laura. "48 Hours in Edenton: A Weekend by the Water." *Our State Magazine*, January 5, 2025.

<sup>8</sup> Census.gov, September 2025. Population and Housing Unit Estimates – Quick Facts.

<https://www.census.gov/programs-surveys/popest.html>

<sup>9</sup> Data USA, 2025. Geo profile. <https://datausa.io/profile/geo/edenton-nc>

<sup>10</sup> Census.gov, September 2025. Population and Housing Unit Estimates – Quick Facts.

<https://www.census.gov/programs-surveys/popest.html>

<sup>11</sup> Visit NC. Tourism Impact Report, Chowan, 2023. [partners.visitnc.com/economic-impact-studies](https://partners.visitnc.com/economic-impact-studies)

# Existing Plan Review

In an effort to complement and build upon subsequent community planning efforts, staff assembled and reviewed other relevant plans and documents. This review provides valuable insight and helps avoid duplication or contradictions of past planning proposals. The following documents were reviewed and considered during the CORE planning process.

## **Albemarle Commission Comprehensive Economic Development Strategy**

Edenton is located within the Albemarle Commission Economic Development District (EDD). The Albemarle Commission EDD's Comprehensive Economic Development Strategy (CEDS) indicates that Natural Resources, Outdoor Recreation, and Eco-Tourism are significant regional strengths and key components in achieving their vision to "enhance the quality of the lives of citizens in the Albemarle Region."

## **Chowan County Comprehensive Parks and Recreation Master Plan**

Chowan County recognizes the importance of planning as a means of improving recreation opportunities for all its residents and visitors. As a result, the County adopted a Ten-Year Comprehensive Parks and Recreation Master Plan in May 2024 to provide a guiding framework for the County's board and staff. The action-oriented plan presents a practical guide for Chowan County to enhance its Parks and Recreation facilities and programs, including outdoor recreation activities.

## **East Coast Greenway State Trail Plan: 2022-2027**

This plan lays out details of the East Coast Greenway Alliance (ECGA) – an organization providing comprehensive grant administration and management for East Coast Greenway segments that receive funding through . ECGA ensures that communities are aware of and able to receive and execute funding. Edenton/Chowan County could potentially connect to ECGA resources through the Albemarle Regional Planning Office as plans are rolled out for additional segments of the greenway.

## **Main Street Edenton Impact Report 2023**

Main Street Edenton is the town's NC Main Street affiliate organization. NC Main Street facilitates downtown economic development, using the Main Street America Four Point Approach, in designated communities. Main Street Edenton will be an important partner for the CORE Program, as they play a vital role in helping businesses thrive by fostering a vibrant and welcoming downtown atmosphere. This impact report outlines the organization's mission and vision as well as their economic strategy and goals for downtown Edenton.

# Planning Process

Under the Rural Economic Development Division (REDD) at the NC Department of Commerce, Main Street & Rural Planning (MS&RP) Center staff facilitates the CORE strategic planning process with participation from the local government and an established local work group. This work group is comprised of individuals who have a vested interest in leveraging outdoor recreation to enhance economic development. The planning process employs established planning methods including presenting economic and associated data, asset mapping, economic driver identification, SWOT analysis, stakeholder interviews, business questionnaires, local work group discussions, and more. The planning process was tailored to meet the specific needs, goals, and opportunities that local stakeholders identified.



## Situational Analysis

REDD Staff met with Edenton Assistant Town Manager Dewayne Whealton following receipt of an initial application for participation in the Creating Outdoor Recreation Economies (CORE) on October 4, 2022. A Memorandum of Understanding (MOU) and Resolution for the Edenton CORE Strategic Plan was developed by REDD staff and adopted by the Edenton Town Council at their meeting on December 13, 2023. Internal transition at REDD due to the assigned staff member's retirement delayed launch of the Edenton CORE planning process for quite some time. An updated MOU and Resolution was adopted by the Edenton Town Council at their meeting on August 26, 2024.

## Local Work Group Establishment and Involvement

Community members with an interest in Outdoor Recreation were asked to participate in the local work group. Beginning in October 2024, the Rural Planning team met monthly with the local work group for a series of seven sessions to gather and share information and ideas. The local work group was comprised of business owners, residents, and staff from: Chowan County Parks & Recreation, Chowan County Tourism Development Authority, Edenton-Chowan Partnership, Edenton Public Information Officer, Edenton Assistant Town Manager, and Edenton Main Street Director. During these sessions the work group reviewed data collected by REDD staff, completed a Work Group survey, SWOT analysis, economic positioning statement and established goals and strategies for the Implementation Plan. The local work group will be encouraged to remain as a unit to assist the Town to implement the strategic plan. **The Edenton Town Council is encouraged to adopt the existing work group as a standing or ad hoc Outdoor Recreation Committee of the Town of Edenton.**

A full outline of the work group meetings can be seen in the table below.

Meeting Date	Topic(s)
October 17, 2024	Survey and SWOT
November 13, 2024	Asset Mapping, Visioning
December 12, 2024	Vision Statement
February 4, 2025	Retail Analysis, Strategies/Goals
April 3, 2025	Objectives, Projects, Actions, Tasks
May 22, 2025	Revisions

### **Asset Mapping**

During the November 2024 work group meeting, staff facilitated an asset mapping exercise to identify key outdoor recreation and related business assets in the community. Asset mapping is a process that identifies the strengths of a community, highlights areas for growth opportunities, and brings together key stakeholders. Identifying Edenton's unique assets helped to establish clear economic development strategies to achieve measurable growth. As a result of the asset mapping exercise, the work group focused on:

- The most valued aspects of the Town of Edenton
- The reasons why people place high value on outdoor recreation assets in Edenton
- Opportunities to leverage Edenton's assets for growth of the outdoor recreation economy

The Edenton Outdoor Recreation Asset map on the following page highlights areas of interest to CORE stakeholders.

# Edenton Assets



## Public Engagement

An online survey was used to receive input from the CORE Workgroup and other community stakeholders. Several stakeholders were interviewed confidentially, on the recommendation of the local workgroup, so as to allow them to speak more freely.

During the seven CORE Workgroup meetings, six in-person and one virtual, input was gathered from stakeholders representing numerous components of the Edenton community, and they kept the public informed throughout the process.

## Additional Research

MS&RP staff reviewed a variety of demographic and market data sources that were used to influence the final recommendations of this report. A Retail Marketplace Snapshot is attached as an appendix to this document.

## Economic Positioning/Vision Statement

An economic positioning statement is a vital component in the identification of how the Town of Edenton fits within the larger, regional outdoor economy. It articulates what the Work Group saw as the greatest strengths and unique role that the Town plays, and can expand on, for greater benefit. It is visionary as it is stated as an accomplished condition.

A community economic positioning/vision statement provides a forward-looking strategic framework to provide guidance as the local government, the work group, and the community make disciplined, tactical, and incremental decisions regarding the outdoor recreation economy. The local work group in Edenton was led through an exercise to develop an Outdoor Recreation Economic Positioning Statement for the town. The CORE work group met several times to develop the proposed economic positioning statement, first by creating individual statements, identifying key words, phrases, and developing a draft statement. A final version was crafted by the group, and the above statement was adopted.

**Anchored on the Inner Banks of North Carolina where the Chowan River meets the Albemarle Sound, Edenton unites our rich history and natural beauty with outdoor opportunities on both water and land. World class boating, fishing, recreational trails, and access to our waters bring enjoyment and an exceptional quality of life to residents and visitors alike.**

# Plan Development, Review and Adoption

A draft of this document was produced in September 2025 and shared with the Town of Edenton CORE work group for review and comment. Following review, the Edenton Town Council adopted the plan on January 13, 2026.

The Town of Edenton will be responsible for monitoring, evaluation, and reporting accomplishments on the objectives of this plan to the Rural Economic Development Division. Implementation assistance from Rural Development staff is always available!

## Plan Implementation

Maintaining a committed team to carry out the goals and objectives outlined in this plan after the planning phase is essential to realizing the full economic potential of these strategies. This could be the same work group that helped with development, or a similar group that is representative of the community and can advance the goals of this plan. The sustained presence of such a group builds 'social capital' within the group that improves their ability to work together and effectively address common goals. Furthermore, a dedicated group ensures continuity from planning stage through implementation, provides accountability to ensure that objectives are being met, and allows the community to react and respond quickly when an opportunity is presented. But this group should not be the sole entity responsible for implementing all the goals of the plan. Instead, the group should function as a convener and point of contact to connect to other individuals, organizations, and resources to help the broader community achieve these goals. Maintaining a regular meeting schedule will also help increase the effectiveness of the group and the overall outcomes of the plan.

## Monitoring and Evaluation

Regular monitoring and evaluation to review progress on the strategies and action steps in this plan, via regular review sessions with the work group and other community stakeholders, is critical to ensuring it remains a viable, living document. Rural Planning staff will periodically check in and offer technical, program and project development assistance to help advance the vision and document the outcomes of the plan.

# Town of Edenton CORE Work Plan

## 2026 – 2031

**Vision: Anchored on the Inner Banks of North Carolina where the Chowan River meets the Albemarle Sound, Edenton unites our rich history and natural beauty with outdoor opportunities on both water and land. World class boating, fishing, recreational trails, and access to our waters bring enjoyment and an exceptional quality of life to residents and visitors alike.**

**Strategy #1: Leverage natural beauty and access to the water and land to develop Edenton as a world-class outdoor recreation destination**

**Goal 1.1: Develop improved amenities and enhance public access to water-based recreational opportunities**

<b>Objective 1.1.1:</b> Increase economic activity for businesses associated with water-based recreational opportunities	<b>Potential Actions/Projects/Tasks:</b> <ul style="list-style-type: none"><li>Gather feedback and/or conduct a survey of local and visiting boaters to determine what amenities are needed to improve their boating experience</li><li>Identify active public and private marinas in Edenton; meet with owner/operators to ascertain specific amenity improvement needs</li><li>Provide technical assistance/connection to resources for improvement to one (1) amenity at each marina before June 30, 2027</li><li>Work with TDA, Chamber, Downtown Edenton, and Albemarle Loop to create and maintain a promotional piece for local and visiting boaters to easily locate and access amenities marinas in Edenton</li></ul>
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<p><b>Objective 1.1.2:</b> Encourage greater use and enjoyment of water-based recreational resources by residents and visitors</p>	<p><b>Potential Actions/Projects/Tasks</b></p> <ul style="list-style-type: none"> <li>• Collaborate with Hayes/Elizabeth Vann Moore (EVM) Foundation to understand plans for public beach access and develop a joint marketing strategy to increase public information regarding this asset</li> <li>• Create one (1) comprehensive marketing piece that identifies and promotes Edenton's water-based recreational opportunities, including Hayes Farm beach access and associated amenity information before June 30, 2027</li> </ul>
<p><b>Objective 1.1.3:</b> Support the continued operation of paddle trails for community use and tourism</p>	<p><b>Potential Actions/Projects/Tasks</b></p> <ul style="list-style-type: none"> <li>• Collaborate with (ARC&amp;D) Albemarle Regional Conservation &amp; Development to determine status of paddle trail program, potential partnerships, and future improvement needs</li> <li>• Establish best practices and processes for jointly promoting the area paddle trails and identify target audiences, improve information associated with paddle trail conditions <ul style="list-style-type: none"> <li>• In partnership with ARC&amp;D, ensure that paddling trail maps are updated by June 30, 2027</li> <li>• Leverage connections with Roanoke River State Trail/Roanoke River Partners, and newly-formed NE Regional Trails Organization to advance water trail development in and around Edenton</li> </ul> </li> </ul>

<p><b>Objective 1.1.4:</b> Develop a community culture in Edenton that celebrates the rich maritime heritage, rooted in generations of boating, sailing, fishing, and life on the water</p>	<p><b>Potential Actions/Projects/Tasks</b></p> <ul style="list-style-type: none"> <li>• Incorporate programming that increases exposure, knowledge, skill, and accessibility to maritime culture-based activities for non-traditional/new participants</li> <li>• Identify an organization to teach beginner and introductory skills for maritime culture-based activities to non-traditional/new participants, particularly local youth</li> <li>• Incorporate maritime activities into the Town's cycle of events, whether formal or informal. This could include regattas, creek paddles, or other small meetup events.</li> </ul> <p>Incorporate one (1) new activity by June 30, 2027</p>
<p><b>Goal 1.2: Develop improved amenities and enhance public access to land-based recreational activities</b></p>	
<p><b>Objective 1.2.1:</b> Increase economic activity for businesses associated with land-based recreational activities</p>	<p><b>Potential Actions/Projects/Tasks</b></p> <ul style="list-style-type: none"> <li>• Identify, develop, and promote trails and other land-based recreational activities throughout the town and county</li> <li>• Create one (1) marketing piece that identifies and promotes land-based recreational opportunities by June 30, 2027</li> </ul>
<p><b>Objective 1.2.2:</b> Encourage greater use and enjoyment of land-based recreational resources by residents and visitors</p>	<p><b>Potential Actions/Projects/Tasks</b></p> <ul style="list-style-type: none"> <li>• Identify priority trail development opportunities in existing plans such as Chowan County Comprehensive Parks and Recreation Master Plan, Chowan County Comprehensive Transportation Plan, Hayes Farm plans, East Coast Greenway State Trail Plan: 2022-2027, and others</li> </ul>

	<ul style="list-style-type: none"> <li>• Encourage key local marketing partners (Chowan County Tourism Development Authority; Edenton Main Street) to prioritize promotion of outdoor recreation activities, businesses, and events</li> <li>• Leverage connections with Roanoke River State Trail/Roanoke River Partners, and newly-formed NE Regional Trails Organization to advance land trail development in and around Edenton</li> <li>• Apply for at least one (1) grant for trail improvement before June 30, 2027</li> </ul>
<b>Objective 1.2.3:</b> Support opportunities for equine facilities and activities	<b>Potential Actions/Projects/Tasks</b> <ul style="list-style-type: none"> <li>• Identify and create a list of equine facilities in Edenton and Chowan County that are open to the public</li> <li>• Develop a marketing piece to promote equine activities, post on website</li> </ul>
<b>Goal 1.3: Support and be engaged in the development of Hayes Farm as an asset that leverages Edenton's culture and history with outdoor recreation</b>	
<b>Objective 1.3.1:</b> Provide input, guidance, and other support as the plan for management and usage of the Hayes Farm property is developed	<b>Potential Actions/Projects/Tasks</b> Connect with Elizabeth Vann Moore (EVM) Foundation to establish the Town of Edenton, and CORE work group, as active partners in the Hayes Farm's development. Determine meeting schedule and other communications processes regarding Hayes Farm property so that the CORE work group is actively involved in developments related to the asset. The CORE Work Group identified these items of interest at Hayes Farm:

	<ul style="list-style-type: none"> <li>• Develop improvements, amenities, and promote public access of the Hayes Farm beach area</li> <li>• Develop and support plans that ensure Hayes Farm is walkable/bikeable from Downtown Edenton</li> <li>• Develop network of trails within and connecting to the property that serve variety of users and modes of transportation (walking, biking, equestrian, etc.)</li> </ul>
<p><b>Strategy #2: Advance priority initiatives from Edenton's Outdoor Recreation Economy Plan to enrich the experiences of both residents and visitors while strengthening overall quality of life</b></p>	
<p><b>Goal 2.1: Maintain a group that meets regularly and is dedicated to advancing the goals of this plan</b></p>	
<p><b>Objective 2.2.1:</b> Ensure that priorities of the CORE Workgroup are represented in future town initiatives</p>	<p><b>Potential Actions/Projects/Tasks</b></p> <ul style="list-style-type: none"> <li>• Develop a local alliance of stakeholders that are invested and engaged in the outdoor recreation space, particularly local businesses, to increase networking and support within this sector</li> <li>• Consider a site visit to another community with similar assets that has successfully developed a strong outdoor recreation economy</li> </ul>
<p><b>Goal 2.2: Preserve and promote the history, charm, and natural beauty that make Edenton a great place to live and a great place to visit</b></p>	
<p><b>Objective 2.2.1:</b> Maintain Edenton's unique character</p>	<p><b>Potential Actions/Projects/Tasks</b></p>

<p>while marketing Edenton's assets including historical, cultural, and recreational destinations</p>	<ul style="list-style-type: none"> <li>• Improve historic and cultural trails by formalizing and promoting trail routes and destinations</li> <li>• Unite history and natural beauty by adding historic references/markers (Underground Railroad, shipwrecks, birdwatching, etc.) at outdoor recreation locations</li> </ul>
<p><b>Goal 2.3: Encourage and promote an environment of tourism in Edenton that adequately supports businesses in that sector and maintains the town's history, charm, and natural beauty</b></p>	
<p><b>Objective 2.3.1:</b> Increase economic activity for businesses associated with tourism opportunities</p>	<p><b>Potential Actions/Projects/Tasks</b></p> <ul style="list-style-type: none"> <li>• Define tourism targets: level, audience, demographic, etc. , and identify areas for organizational improvement</li> <li>• Ensure that Chowan County TDA Strategic Plan addresses these themes</li> <li>• Identify marketing strategies which most effectively capture target audiences/demographic</li> <li>• Conduct website and social media audits to ensure all tourism-oriented content online (and in other manners of promotion) maintains consistent, accurate, and up-to-date information</li> <li>• Highlight the town's community culture, celebrating the rich maritime heritage rooted in generations of boating, fishing, and life on the water</li> </ul>
<p><b>Goal 2.4: Maintain and strengthen the existing businesses and employment base associated with marine/boating sector of the local economy</b></p>	

<p><b>Objective 2.4.1:</b> Maintain current business and employment levels while also being responsive to growth opportunities</p>	<p><b>Potential Actions/Projects/Tasks</b></p> <ul style="list-style-type: none"> <li>• Represent Edenton's outdoor recreation interests in coordination with educational, workforce development, and industry partners to ensure adequate skilled workforce that will sustain and grow the marine and marine manufacturing industries</li> <li>• Collaborate with the Chamber of Commerce to ensure the Town of Edenton encourages entrepreneurship and is a good place to do business</li> </ul>
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## Appendices

## **Appendix 1: Market Data**



## Downtown Edenton Retail Marketplace Snapshot Report - March 2025

The purpose of this report is to give Downtown Edenton the baseline information for a better understanding of its current market. The NC Main Street & Rural Planning Center Staff studied the retail marketplace data within a 5- mile radius of and 15- minute drive time to the downtown area. The retail leakage analysis examines the quantitative aspects of the retail opportunities.

By reviewing the retail gap, we can:

- Understand how well the retail needs of residents are being met.
- Uncover unmet demand and possible opportunities.
- Understand the strengths and weaknesses of the local retail sector.

When consumers spend their dollars outside the specific radius of Downtown Edenton this is known as “Retail Gap” throughout this report. Retail Gap or leakage indicates an unmet demand in the trade area. This suggests the possibility the community can support additional retail for those business categories. Residents within the specified primary trade areas are purchasing products outside that area, indicating the opportunity to capture those dollars within the downtown district.

There are also categories for which Downtown Edenton exceeds the local market demand. Those are measured as red numbers on the report below. For the 5-mile radius and 15-minute drive time information, this means that Downtown Edenton is exceeding its market potential in these categories. This retail surplus means the community’s trade area is capturing local market plus attracting non-local shoppers. Surplus means the community has possibly developed strong clusters of retail that have broad geographical appeal.

## 5-Mile Radius Around Downtown

Edenton		DOWNTOWN POTENTIAL			
Primary Trade Area 5-mile around downtown		Retail Gap	10% of Retail Gap	Sales/SF	SF
Business Type			10%	\$300	Needed
Appliance Stores	\$ 570,643	\$ 57,064	\$ 300	190	
Electronics Stores	\$ 1,699,806	\$ 169,936	\$ 300	566	
Home Centers	\$ 6,051,368	\$ 605,136	\$ 300	2,017	
Grocery Stores	\$ 13,923,868	\$ 1,392,387	\$ 300	4,641	
Family Clothing Stores	\$ 2,073,839	\$ 207,384	\$ 300	691	
Luggage and Leather Goods Stores	\$ 603,213	\$ 60,321	\$ 300	201	
Drinking Places	\$ 1,051,793	\$ 105,179	\$ 300	351	
Full Service Restaurants	\$ 7,610,953	\$ 761,095	\$ 300	2,537	
<b>Total Gap</b>	<b>\$ 33,585,483</b>	<b>\$ 3,358,503</b>	<b>\$ 300</b>	<b>11,194</b>	

## 5-Mile Radius Retail Surplus

Category	Retail Surplus
Home Furnishing Stores	\$ 4,682,460
Paint and Wallpaper Stores	\$ 1,595,398
Beer, Wine and Liquor Stores	\$ 1,581,449
Pharmacies and Drug Stores	\$ 18,235,243
Jewelry Stores	\$ 1,254,614
Sporting Goods Stores	\$ 1,091,128
Hobby, Toy, and Game Stores	\$ 1,405,034
Department Stores	\$ 849,374
Florists	\$ 523,751
Gift, Novelty and Souvenir Stores	\$ 996,481
Used Merchandise Stores	\$ 932,939
Limited-Service Restaurants	\$ 9,673,822
<b>Total</b>	<b>\$ 42,821,693</b>

## 15-Minute Drive Time from Downtown

Edenton					
Primary Trade Area 15-Minute Drive Time		DOWNTOWN POTENTIAL			
Business Type	Retail Gap	10% of Retail Gap	Sales/SF	SF	
		10%	\$300	Needed	
Appliance Stores	\$ 573,986	\$ 57,399	\$ 300	191	
Electronics Stores	\$ 1,876,071	\$ 187,607	\$ 300	625	
Home Centers	\$ 6,875,331	\$ 687,533	\$ 300	2,292	
Grocery Stores	\$ 16,527,005	\$ 1,652,701	\$ 300	5,509	
Specialty Food Stores	\$ 546,348	\$ 54,635	\$ 300	182	
Cosmetics and Beauty Supply Stores	\$ 849,359	\$ 84,936	\$ 300	283	
Family Clothing Stores	\$ 2,549,489	\$ 254,949	\$ 300	850	
Luggage and Leather Goods Stores	\$ 683,480	\$ 68,348	\$ 300	228	
Drinking Places	\$ 1,189,762	\$ 118,976	\$ 300	397	
Full Service Restaurants	\$ 8,846,175	\$ 884,618	\$ 300	2,949	
Total Gap	\$ 40,517,006	\$ 4,051,701	\$ 300	13,506	

## 15-Minute Drive Time Retail Surplus

Category	Retail Surplus
Home Furnishing Stores	\$ 4,821,681
Paint and Wallpaper Stores	\$ 1,527,237
Beer, Wine, and Liquor Stores	\$ 1,342,107
Pharmacies and Drug Stores	\$ 17,496,178
Jewelry Stores	\$ 1,145,851
Sporting Goods Stores	\$ 975,999
Hobby, Toy, and Game Stores	\$ 1,337,758
Book Stores	\$ 2,528,959
Department Stores	\$ 654,074
Florists	\$ 576,310
Gift, Novelty and Souvenir Stores	\$ 930,513
Used Merchandise Stores	\$ 841,380
Limited-Service Restaurants	\$ 8,167,734
<b>Total</b>	<b>\$ 42,457,781</b>

The retail surpluses confirm that Downtown Edenton is attracting a disproportionate amount of retail sales in these categories and potential exists to attract additional retail and restaurant establishments to take advantage of the additional business potential.

Below are two tables showing the projected sales growth in different commercial categories.

## 5-Mile Measurement

Edenton Demand Growth by Retail Store Types					
Primary Trade Area: 5 Mile Radius					Compound
Business Type	2025	2030	Growth	Growth	
	Demand	Demand	\$	Rate (%)	
Furniture Stores	\$ 2,067,897	\$ 2,317,063	\$ 249,166	2	
Home Furnishings Stores	\$ 1,620,605	\$ 1,786,323	\$ 165,718	2	
Electronics Stores	\$ 1,699,806	\$ 1,880,273	\$ 180,467	2	
Home Centers	\$ 6,051,368	\$ 6,788,347	\$ 736,978	2	
Hardware Stores	\$ 1,120,795	\$ 1,258,932	\$ 138,138	2	
Nursery, Garden and Farm Supply Stores	\$ 1,273,803	\$ 1,426,149	\$ 152,346	2	
Grocery Stores	\$ 20,079,473	\$ 21,944,691	\$ 1,865,218	2	
Beer, Wine and Liquor Stores	\$ 1,777,756	\$ 1,968,352	\$ 190,597	2	
Pharmacies and Drug Stores	\$ 8,920,617	\$ 9,468,009	\$ 547,392	1	
Full Service Restaurants	\$ 13,557,032	\$ 14,576,420	\$ 1,019,389	1	
Limited Service Restaurants	\$ 11,293,406	\$ 12,109,450	\$ 816,044	1	
Total Sales	\$ 69,462,558	\$ 75,524,009	\$ 6,061,453		

## 15-Minute Measurement

Edenton Demand Growth by Retail Store Types		DOWNTOWN POTENTIAL			Compound
Primary Trade Area 15-Minute Drive Time		2025	2030	Growth	Growth
Business Type		Demand	Demand	\$	Rate (%)
Furniture Stores	\$ 2,342,417	\$ 2,626,815	\$ 284,398	2	
Home Furnishings Stores	\$ 1,837,540	\$ 2,027,079	\$ 189,539	2	
Electronics Stores	\$ 1,932,038	\$ 2,138,887	\$ 206,849	2	
Home Centers	\$ 6,875,331	\$ 7,716,270	\$ 840,939	2	
Hardware Stores	\$ 1,273,452	\$ 1,431,085	\$ 157,633	2	
Nursery, Garden and Farm Supply Stores	\$ 1,445,806	\$ 1,619,828	\$ 174,021	2	
Grocery Stores	\$ 22,814,287	\$ 24,954,135	\$ 2,139,848	2	
Beer, Wine and Liquor Stores	\$ 2,017,098	\$ 2,235,003	\$ 217,905	2	
Pharmacies and Drug Stores	\$ 10,143,517	\$ 10,744,660	\$ 631,143	1	
Sporting Goods Stores	\$ 1,678,294	\$ 1,799,770	\$ 120,962	1	
Drinking Places	\$ 1,189,762	\$ 1,294,967	\$ 105,204	2	
Full Service Restaurants	\$ 15,358,514	\$ 16,522,880	\$ 1,164,366	1	
Limited Service Restaurants	\$ 12,799,494	\$ 13,732,755	\$ 933,261	1	
Total Sales	\$ 81,707,550	\$ 88,844,134	\$ 7,166,068		

Note: The compound annual growth rate (CAGR) is the annualized average rate of revenue growth between two given years, assuming growth takes place at an exponentially compounded rate. The most important factor in both charts is the amount of projected growth per category.

## Edenton Demographics Information (Source: U.S. Census-ACS 2023 5- year estimate)

### Median Household Income



Household Income (Table B19001) [View table](#)

Column	Edenton	Chowan County	North Carolina
Under \$50K	55.3%† ±14.8%	1,084 ±313.4	42.2%† ±7.2%
\$50K - \$100K	29.1%† ±11.1%	571 ±225.9	32.5%† ±6.3%
\$100K - \$200K	10%† ±5.3%	195 ±106.1	19.6%† ±4.2%
Over \$200K	5.6%† ±5%	110 ±99	5.7%† ±2.4%
		344 ±145	9.5% ±0.1%

### Poverty

**35.7%**

Persons below poverty line

more than 1.5 times the rate in Chowan County: 20.5%†

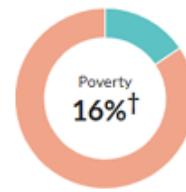
more than double the rate in North Carolina: 13.2%

Children (Under 18)



Poverty  
Non-poverty

Seniors (65 and over)



[Hide data / Embed](#)

Poverty  
Non-poverty

[Show data / Embed](#)

Edenton's poverty rate is double the state average. This does not help in recruitment efforts, but is offset by the tourism impact. Chowan County's 2023 tourism impact was \$30.11 million, +4.8% vs. 2022.

### Educational attainment

**85.1%**

High school grad or higher

a little less than the rate in Chowan County: 87.4%

a little less than the rate in North Carolina: 89.8%

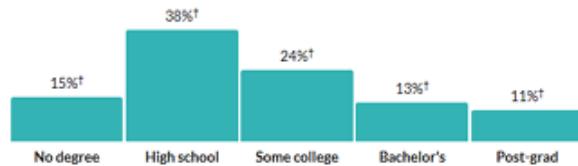
**23.6%**

Bachelor's degree or higher

a little less than the rate in Chowan County: 24.5%†

about two-thirds of the rate in North Carolina: 34.7%

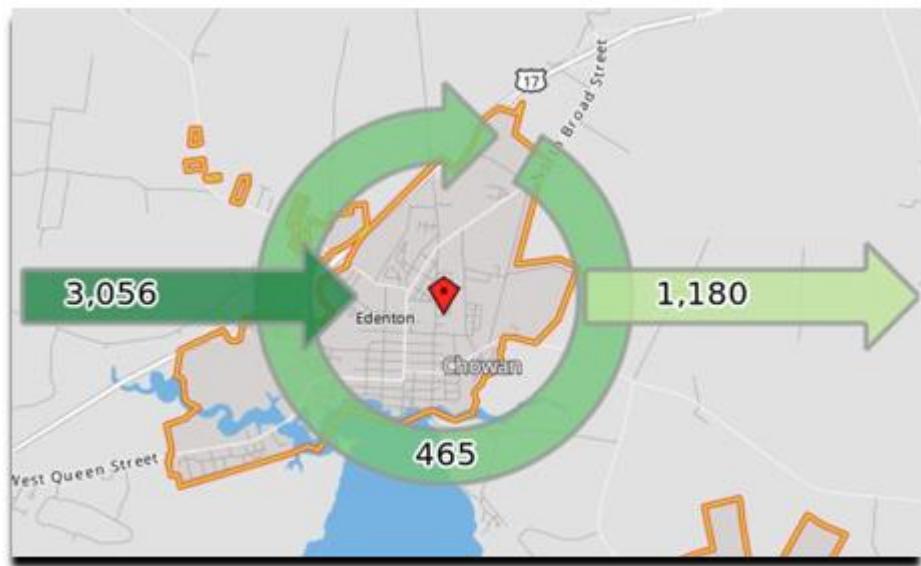
Population by highest level of education



\* Universe: Population 25 years and over

[Show data / Embed](#)

Almost 24% of Edenton residents have earned a bachelor's degree or higher which translates into more spending power. Research shows that those who possess a bachelor's degree will earn \$1 million more over a lifetime than those without this education level.



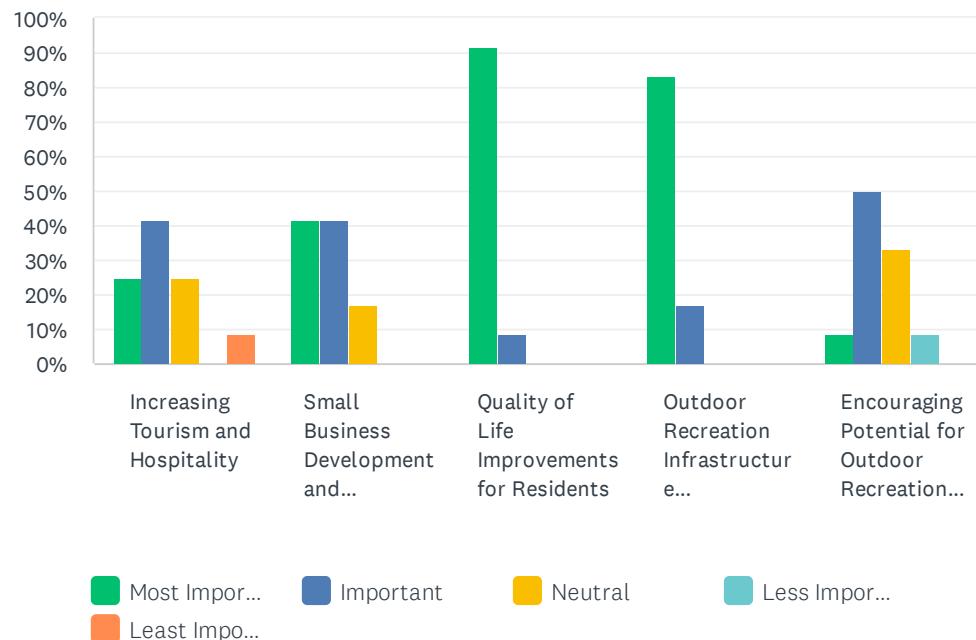
(Source: U.S. Census on the map)

- 3,056 workers enter Edenton daily for employment.
- 465 workers both live and work in Edenton daily.
- 1,180 workers exit Edenton daily for employment.
- 2.5 times more workers enter Edenton daily for employment than exit.

## **Appendix 2: Work Group Survey Summary**

**Q1** In an effort to determine the primary topics that the community wants to address during this strategic planning process, please rank the importance of each potential focus area.

Answered: 12 Skipped: 0



	MOST IMPORTANT	IMPORTANT	NEUTRAL	LESS IMPORTANT	LEAST IMPORTNAT	TOTAL	WEIGHTED AVERAGE
Increasing Tourism and Hospitality	25.00% 3	41.67% 5	25.00% 3	0.00%	8.33% 1	12	2.25
Small Business Development and Entrepreneuership	41.67% 5	41.67% 5	16.67% 2	0.00%	0.00% 0	12	1.75
Quality of Life Improvements for Residents	91.67% 11	8.33% 1	0.00% 0	0.00%	0.00% 0	12	1.08
Outdoor Recreation Infrastructure Development/Project Development	83.33% 10	16.67% 2	0.00% 0	0.00%	0.00% 0	12	1.17
Encouraging Potential for Outdoor Recreation Product Manufacturing	8.33% 1	50.00% 6	33.33% 4	8.33% 1	0.00% 0	12	2.42

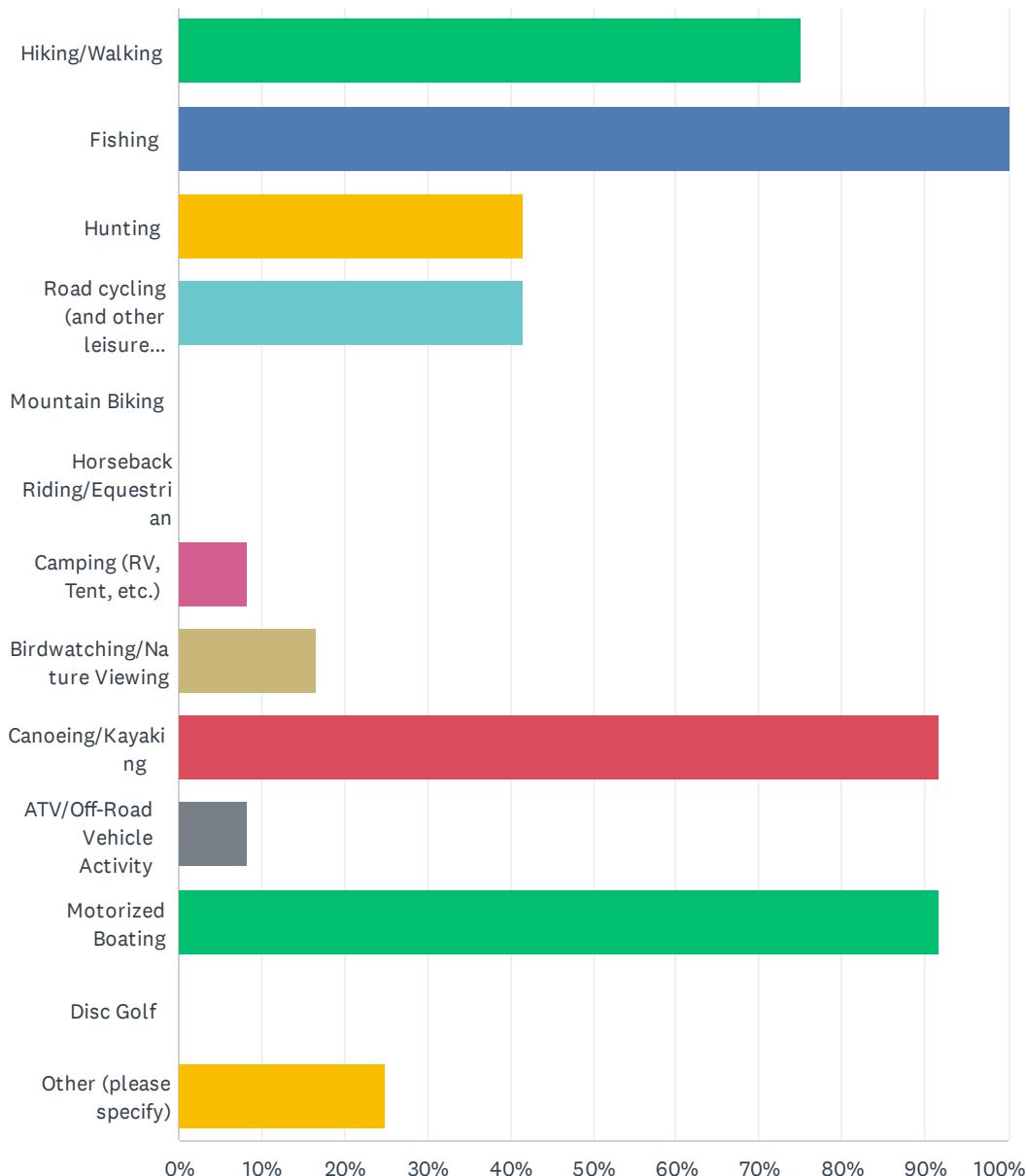
**Q2 What are the most significant outdoor recreation assets (parks, trails, bodies of water, other) in Edenton? These can be outside of the jurisdictional boundaries of your local government as long as they still impact your community. For example: Is there a state park nearby? Is there a river that flows through town? Do you have a local greenway? Are there game lands or other public land that people use to recreate?**

Answered: 12    Skipped: 0

#	RESPONSES	DATE
1	Access to bodies of water	1/7/2025 5:00 PM
2	Waterways (millponds, creeks, river, sound) and access to them Youth Ball Field Facilities	1/7/2025 3:56 PM
3	The water-Chowan River, Edenton Bay, Albemarle Sound, and all of the creeks. We have very little public land in our county compared to surrounding counties, other than the newly acquired state historic site at Hayes and the Pembroke (?) Tract the county acquired decades ago and has done nothing with. Other than at Hayes and the very short path at Bennets park, no public trails.	1/7/2025 1:59 PM
4	The Albemarle Sound/Edenton Bay	10/17/2024 1:29 PM
5	Undeveloped land, water	10/17/2024 12:45 AM
6	1. I believe the Albemarle Sound is a beautiful body of water that is drastically underutilized when compared to other parts of the state. 2. Hayes is a great resource for water access, trails, nature walks / bird watching, etc. 3. Athletic facilities and parks	10/8/2024 5:04 PM
7	Edenton Bay Hayes Plantation	10/8/2024 3:33 PM
8	Waterfront, Sunfish Park, Kayaking, woodlands, Hayes Farm, Bennet Mills Pond	10/8/2024 1:26 PM
9	Chowan River, Edenton Bay, Bennett's Mill Pond, Hayes Plantation	10/8/2024 12:30 PM
10	Downtown park/playground, the Green, Hayes Farm (potential for trails and horses), edenton Bay (boating)	10/8/2024 12:15 PM
11	Courthouse Green, Edenton Bay, Bennetts Mill Pond, kayak ramp/Sun Fish Park, Colonial Park, Queen Anne Park	10/8/2024 9:12 AM
12	Edenton Bay, Hayes Farm, neighborhood parks	10/8/2024 8:25 AM

### Q3 What outdoor recreation activities are most common in Edenton? Select all that apply.

Answered: 12 Skipped: 0



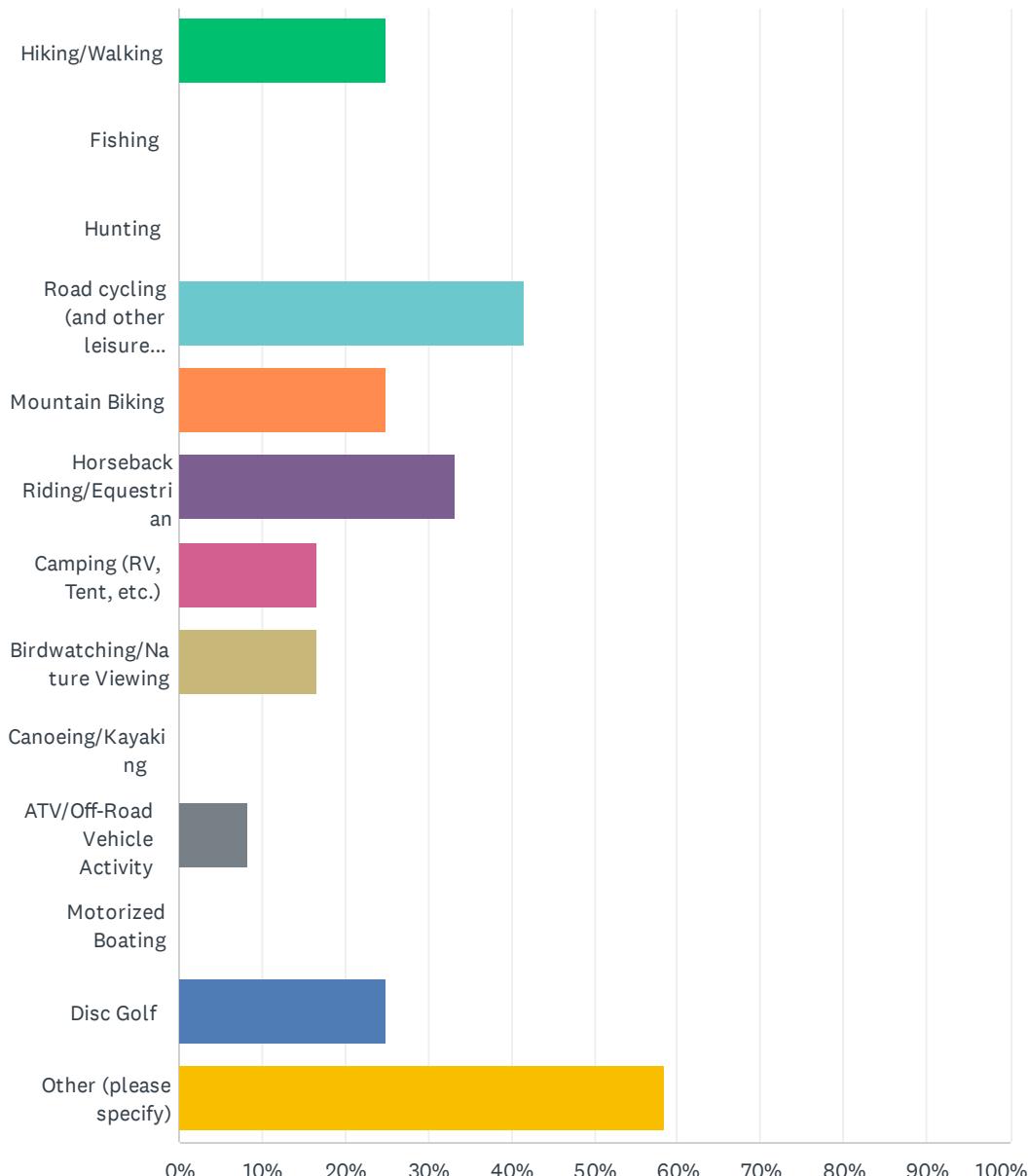
Town of Edenton CORE - Work Group - Initial Questionnaire

ANSWER CHOICES	RESPONSES
Hiking/Walking	75.00%
Fishing	100.00%
Hunting	41.67%
Road cycling (and other leisure bicycling)	41.67%
Mountain Biking	0.00%
Horseback Riding/Equestrian	0.00%
Camping (RV, Tent, etc.)	8.33%
Birdwatching/Nature Viewing	16.67%
Canoeing/Kayaking	91.67%
ATV/Off-Road Vehicle Activity	8.33%
Motorized Boating	91.67%
Disc Golf	0.00%
Other (please specify)	25.00%
Total Respondents: 12	

#	OTHER (PLEASE SPECIFY)	DATE
1	Youth Team Sports, Youth and Adult Tennis, Golf	1/7/2025 3:56 PM
2	Sailing	10/8/2024 5:04 PM
3	playgrounds	10/8/2024 3:33 PM

## Q4 What outdoor recreation activities are not available in Edenton that you would like to have available? Select all that apply.

Answered: 12 Skipped: 0



Town of Edenton CORE - Work Group - Initial Questionnaire

ANSWER CHOICES	RESPONSES	
Hiking/Walking	25.00%	3
Fishing	0.00%	0
Hunting	0.00%	0
Road cycling (and other leisure bicycling)	41.67%	5
Mountain Biking	25.00%	3
Horseback Riding/Equestrian	33.33%	4
Camping (RV, Tent, etc.)	16.67%	2
Birdwatching/Nature Viewing	16.67%	2
Canoeing/Kayaking	0.00%	0
ATV/Off-Road Vehicle Activity	8.33%	1
Motorized Boating	0.00%	0
Disc Golf	25.00%	3
Other (please specify)	58.33%	7
Total Respondents: 12		

#	OTHER (PLEASE SPECIFY)	DATE
1	swimming pool, enhanced historic walking trails, robust classes for water activities (sailing, paddling, swimming, etc.)	1/7/2025 5:00 PM
2	Swimming, Pickleball, Hiking/Biking Trails (Greenway)	1/7/2025 3:56 PM
3	Off road, multi use paths and rail trails that connect towns such as Hertford and Elizabeth City to Edenton.	1/7/2025 1:59 PM
4	N/A	10/17/2024 1:29 PM
5	Sporting events	10/17/2024 12:45 AM
6	Skateboarding / Skateboard park	10/8/2024 5:04 PM
7	Bike paths + bike rentals. Walking trails in nature!	10/8/2024 9:12 AM

**Q5** In your view, which outdoor recreation activities provide the most economic impact, or have the potential to provide increased economic impact, in Edenton? List a maximum of three (3) activities: For example: Do people travel to your area specifically for a certain type of activity? Are there local businesses associated with a particular outdoor recreation activity?

Answered: 12    Skipped: 0

#	RESPONSES	DATE
1	Events/tournaments/etc. such as fishing, youth sports, and other water sports & activities	1/7/2025 5:00 PM
2	Youth Sports Tournaments Water Events (fishing and sailing tournaments) Biking and Running Events	1/7/2025 3:56 PM
3	I would say boating and fishing are the biggest. When Cycle NC brings their tour through town, that has some economic impact. If there was an off road, multiuse path that connected Edenton to Elizabeth City, I think it would bring more people to the area.	1/7/2025 1:59 PM
4	Fishing Tournaments, Cycle NC, Running Events	10/17/2024 1:29 PM
5	Sporting tournaments, Sporting goods store, walking trails/greenspaces	10/17/2024 12:45 AM
6	1. Historic tourism - walk ability / rideability of the town - could use a bike shop / bike rental option 2. I believe one of the biggest draws to Edenton could be access to a large, fresh, non-tidal body of water that is ideal for Fishing, Paddling, Sailing/boating ,etc.. The Marina is in need of huge investments and is privately owned.	10/8/2024 5:04 PM
7	Travel sports; soccer, baseball/softball, volleyball kayak rentals and guided tours	10/8/2024 3:33 PM
8	Waterfront, walkable streets	10/8/2024 1:26 PM
9	Biking, fishing	10/8/2024 12:30 PM
10	Not sure; maybe fishing/boating and walking along the water/downtown	10/8/2024 12:15 PM
11	Kayaking, boating, and fishing tournaments	10/8/2024 9:12 AM
12	Fishing	10/8/2024 8:25 AM

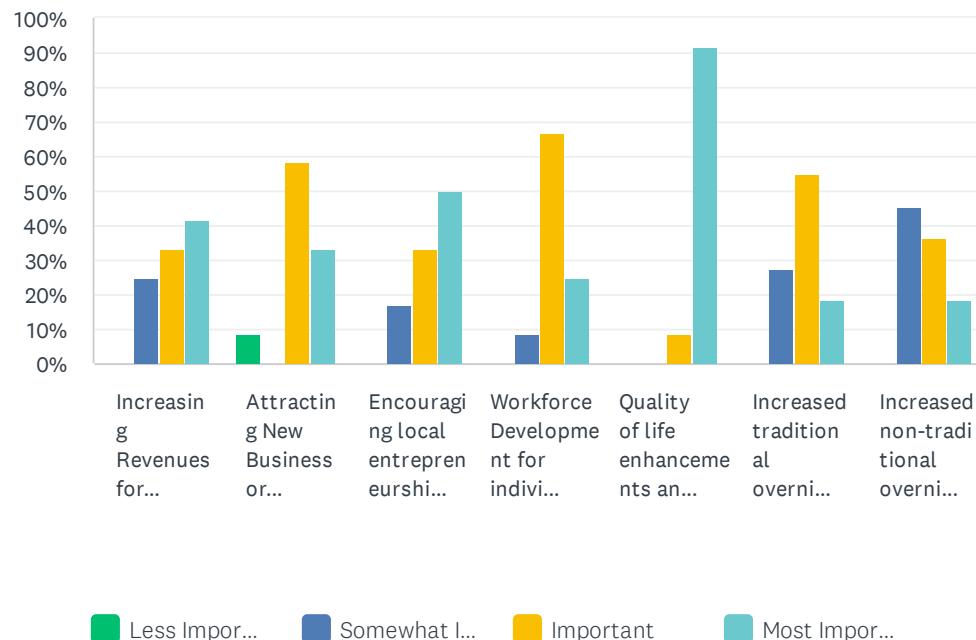
**Q6 When thinking about outdoor recreation in Edenton, what improvements are needed to enhance outdoor recreation assets/infrastructure? List needed improvements from most economically impactful to least impactful: For example: Is there an existing trail or water access point that needs parking/trailhead improvements? Is there an existing trail or park that could be better connected to the downtown business district? Is there adequate public access to local bodies of water (for motor boats, canoes, kayaks, etc.)?**

Answered: 12    Skipped: 0

#	RESPONSES	DATE
1	Baseball/softball facilities suitable for hosting tournaments, Bike lanes, tennis/pickleball courts	1/7/2025 5:00 PM
2	Improvements to youth ball field facilities Build swimming facility or provide beach access Build pickleball courts	1/7/2025 3:56 PM
3	Long (20 mile+) multi-use path, public gamelands for hunting, camping at the county owned land, better access at Bennetts Creek Park.	1/7/2025 1:59 PM
4	More hotel accommodations Restaurants and businesses that are open on Sundays and Mondays	10/17/2024 1:29 PM
5	Centralized rec facility, Walking trails	10/17/2024 12:45 AM
6	1. We have parks and public areas on the water but need improved docking and storage for boating / sailing. 2. Bike and walking paths / access to rental bicycles 3. Promote Edenton as a place to play - Little Washington is tapping into that aspect in a way we can learn from: <a href="https://www.wral.com/littlewashington/">https://www.wral.com/littlewashington/</a>	10/8/2024 5:04 PM
7	More trails Recreation Complex Sidewalks for connectivity	10/8/2024 3:33 PM
8	Walking trails, dog park, bike paths, access to water	10/8/2024 1:26 PM
9	More designated walking and biking trails, better sidewalks	10/8/2024 12:30 PM
10	Parking/access and infrastructure at Hayes (horse trails) Swim access More obvious kayak/canoes rental etc Bike lines	10/8/2024 12:15 PM
11	1) Improved kayak rental capabilities - not as easy place to find and often not open. (Run by the Town of Edenton). 2) We get many requests for a walking or biking trail through nature which we don't have	10/8/2024 9:12 AM
12	Hayes Farm outdoor recreation development, a trail	10/8/2024 8:25 AM

## Q7 Rank the importance of benefits to be gained from Edenton's outdoor recreation assets and experiences? Please select the level of importance for each topic area.

Answered: 12 Skipped: 0



	LESS IMPORTANT	SOMEWHAT IMPORTANT	IMPORTANT	MOST IMPORTANT	TOTAL
Increasing Revenues for Existing Businesses	0.00% 0	25.00% 3	33.33% 4	41.67% 5	12
Attracting New Business or Industry	8.33% 1	0.00% 0	58.33% 7	33.33% 4	12
Encouraging local entrepreneurship for outdoor recreation related businesses	0.00% 0	16.67% 2	33.33% 4	50.00% 6	12
Workforce Development for individuals that work in outdoor recreation or hospitality industries	0.00% 0	8.33% 1	66.67% 8	25.00% 3	12
Quality of life enhancements and amenities for local residents	0.00% 0	0.00% 0	8.33% 1	91.67% 11	12
Increased traditional overnight lodging options (hotels, bed & breakfast, etc)	0.00% 0	27.27% 3	54.55% 6	18.18% 2	11
Increased non-traditional overnight lodging options (Air BnBs; Campgrounds)	0.00% 0	45.45% 5	36.36% 4	18.18% 2	11

**Q8** What are the local features that make Edenton unique? These could be related to outdoor recreation such as unique geographic features, activities available that are not available elsewhere. Or, cultural or historical in nature such as a quaint downtown, important local history, an annual festival or event, a famous person from the area, etc. List all that apply:

Answered: 12    Skipped: 0

#	RESPONSES	DATE
1	Water, water, water	1/7/2025 5:00 PM
2	Historic Homes Historical Figures and Events Location along Intracoastal waterway Two millponds	1/7/2025 3:56 PM
3	Well preserved historic district, Mayberry-like downtown, low traffic, water access, amenities like sit-down restaurants.	1/7/2025 1:59 PM
4	History and being located on an inland body of water	10/17/2024 1:29 PM
5	Historical, quaint, walkable	10/17/2024 12:45 AM
6	As stated above, the Albemarle Sound could be a huge draw. The other draw is the historical aspects of the town. Hayes is a great new addition to the developing landscape.	10/8/2024 5:04 PM
7	Waterfront/Edenton Bay Hayes Plantation Barker House Kadesh Church 1767 Courthouse Cupola House	10/8/2024 3:33 PM
8	Historic building stock, surrounded by farmland. The quaint and charming downtown, colonial capital of NC, Peanut Festival	10/8/2024 1:26 PM
9	Important local history, historic and well preserved downtown, seasonal events like the annual Christmas Candlelight Tour, summer concerts in the park	10/8/2024 12:30 PM
10	Downtown on the water, historical features/buildings on the water. Quaint downtown and important local history	10/8/2024 12:15 PM
11	Roanoke River Lighthouse, Cupola House, Old Courthouse + Jail, Harriet Jacobs, charming downtown, safe + walkable streets	10/8/2024 9:12 AM
12	small downtown, historical, geographical placement	10/8/2024 8:25 AM

**Q9 Are there any other improvements that could be made locally to enhance the quality, accessibility, or otherwise improve the experience of residents' and visitors' ability to engage in outdoor recreation in Edenton?**

Answered: 12    Skipped: 0

#	RESPONSES	DATE
1	More aggressive promotion in and outside of Edenton	1/7/2025 5:00 PM
2	Improve and maintain current facilities and water access	1/7/2025 3:56 PM
3	Do something with the county park land.	1/7/2025 1:59 PM
4	Access to water - we are on the sound but access to water activities is VERY limited	10/17/2024 1:29 PM
5	Rec sports center	10/17/2024 12:45 AM
6	Rails to Trails projects have been very successful in other towns I have lived and visited. Music venues, like in Manteo, has an ability to attract people and events. I would like to understand how the town sees Tourism - is it an economic driver that should be developed, or is it ok as it is?	10/8/2024 5:04 PM
7	Would be awesome to have a self guided walking tour of historic sites with ADA approved signage and audio consistent at each site	10/8/2024 3:33 PM
8	Walking trails and bike paths. Convenient access to water	10/8/2024 1:26 PM
9	more and better recreation facilities for tennis/pickleball, softball, soccer, baseball - leagues for team sports as well as youth sports.	10/8/2024 12:30 PM
10	Walking, biking and horseback riding trails	10/8/2024 12:15 PM
11	Hayes Farm, recently rebranded from Hayes Plantation has 80+ acres of land that can be accessed and cultivated but there is a dire need for the right branding + communication team for this. Many visitors and residents find Hayes to be disturbing due to its history. We need the right DIE team to help Edenton navigate through Hayes, including the CORE aspects of it. Tapping into the possibilities of Hayes and its nature scenes would make a big difference for Edenton, but I strongly suggest it being done with DIE specialities.	10/8/2024 9:12 AM
12	expansion of outdoor recreation in all aspects, local business that cater to outdoor recreation, manufacturing.	10/8/2024 8:25 AM

**Q10 When thinking about general tourism in Edenton what are the main tourist attractions and activities? These could be outdoor recreation related, or other attractions such as historical sites, museums, restaurants, art, etc. Please list all that apply:**

Answered: 12    Skipped: 0

#	RESPONSES	DATE
1	History, quaint friendly environment,	1/7/2025 5:04 PM
2	Historic sites and homes	1/7/2025 4:04 PM
3	Well preserved historic area, let's people from big cities experience the charm of a small town. People also come to fish and hunt.	1/7/2025 2:20 PM
4	History, Pretty Town	10/17/2024 1:32 PM
5	Historical sites	10/17/2024 12:49 AM
6	Vinyl/Trivia Nights Herringbone Barker House Cupola House Hayes Plantation Trolley	10/9/2024 8:03 AM
7	Historic, quaint town. Hayes The Trolley Captain Mark's tours Watermans Herringbone Taylor Theater Bed and Breakfasts	10/8/2024 5:10 PM
8	Historic sites, Cupola House, Barker House, Hayes, St Paul's, Courthouse, candlelight tour, downtown restaurants, Chowan Arts Council	10/8/2024 1:54 PM
9	Historic sites and homes, local restaurants, Arts Council, trolley tours, movie theater	10/8/2024 12:37 PM
10	Historical sites (Hayes, barker house, cupola) Downtown shops Pier along water	10/8/2024 12:18 PM
11	Chowan Arts Council, Penelope Barker House Welcome Center, kayaking, Harriet Jacobs, Sip & Shop District	10/8/2024 9:17 AM
12	Historical sites	10/8/2024 8:28 AM

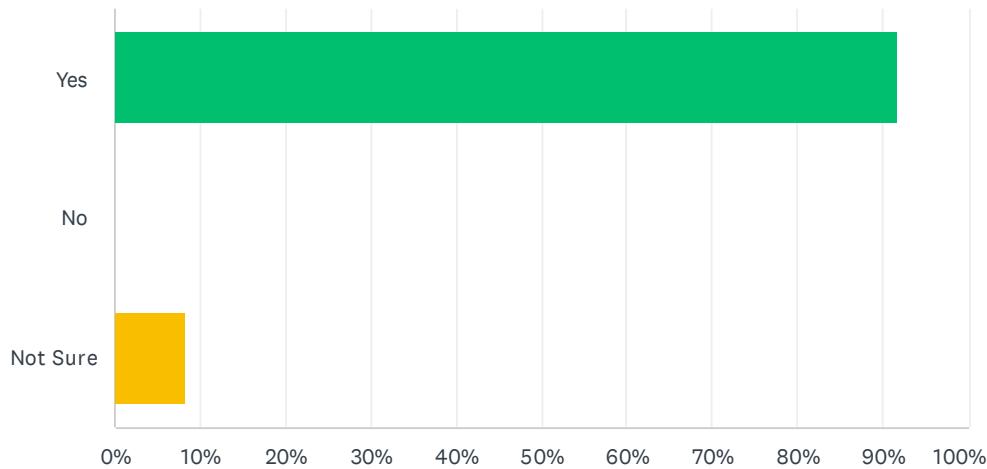
## Q11 When thinking about general tourism in Edenton, what are the potential issues/problems that come to mind?

Answered: 12    Skipped: 0

#	RESPONSES	DATE
1	Variety of restaurants and shops open later in the day and weekends	1/7/2025 5:04 PM
2	parking few restaurants open on Sundays	1/7/2025 4:04 PM
3	Seeming reluctance to develop other outdoor recreational opportunities, primarily a lack of public land for hunting, hiking, off road cycling. There are some large tracts (1000 acres plus) in the southern part of the county that are currently for sale and would be excellent for outdoor recreation.	1/7/2025 2:20 PM
4	Places to stay overnight Businesses and Restaurants being closed on Sundays and Mondays	10/17/2024 1:32 PM
5	Places to stay, workforce to support infrastructure	10/17/2024 12:49 AM
6	Walkability, sidewalks in several areas need significant repair	10/9/2024 8:03 AM
7	We are not clear on our pursuit of tourism as an economic driver.	10/8/2024 5:10 PM
8	Lodging availability	10/8/2024 1:54 PM
9	Businesses in downtown are closed on Sunday - people visiting for the weekend have nothing to do on Sunday; limited places to stay.	10/8/2024 12:37 PM
10	Lack of businesses open on Sunday	10/8/2024 12:18 PM
11	Lack of parking signage, tourists get confused by Edenton having a welcome center and a visitor center, and the lack of public music stages	10/8/2024 9:17 AM
12	Lack of recreation amenities for families	10/8/2024 8:28 AM

## Q12 Do you believe that tourism is an important part of Edenton's economy?

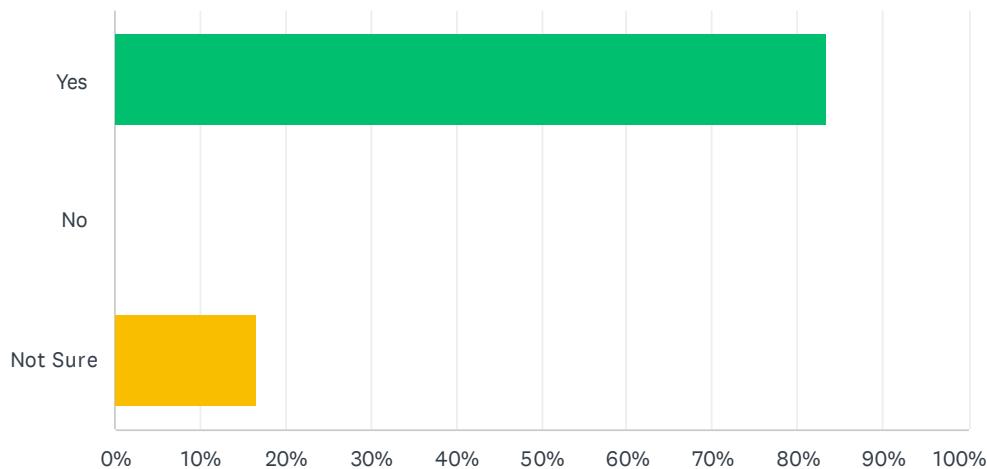
Answered: 12 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	91.67%	11
No	0.00%	0
Not Sure	8.33%	1
TOTAL		12

## Q13 Is tourism generally viewed favorably in Edenton?

Answered: 12 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	83.33%	10
No	0.00%	0
Not Sure	16.67%	2
<b>TOTAL</b>		<b>12</b>

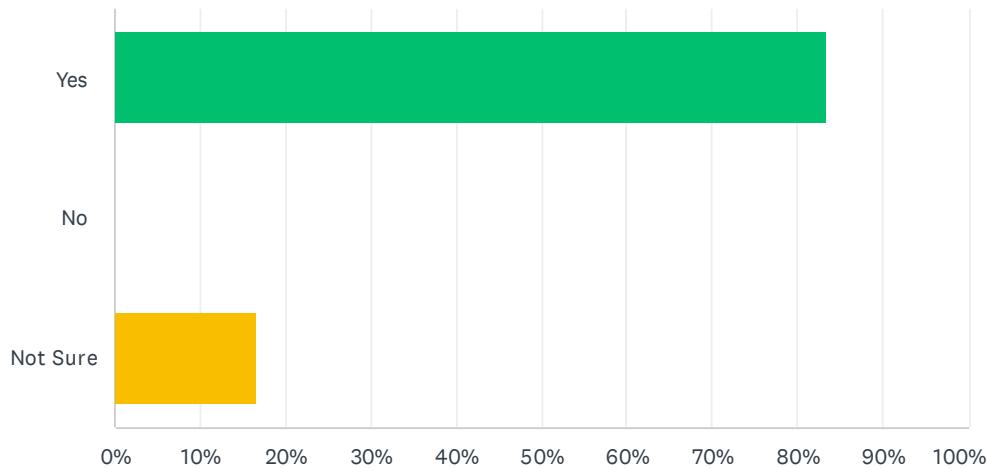
## Q14 As a follow up to the question above, please describe why tourism is, or is not, viewed favorably in Edenton.

Answered: 12    Skipped: 0

#	RESPONSES	DATE
1	Lack of evening and Sunday activities	1/7/2025 5:04 PM
2	Local businesses need tourism money	1/7/2025 4:04 PM
3	People like the idea of tourism because they see it as low impact compared to heavy industry. I addition, tourists tend to spend more money for the same goods and services than locals.	1/7/2025 2:20 PM
4	It's an economic driver BUT locals sometimes feel that tourists get preferential treatment	10/17/2024 1:32 PM
5	Economic driver	10/17/2024 12:49 AM
6	All our business, especially those downtown, count on dollars from tourist visiting our beautiful town	10/9/2024 8:03 AM
7	We don't seem to be investing in building tourism and have a lot of barriers to making it a priority.	10/8/2024 5:10 PM
8	Tourism is critical to our downtown economy	10/8/2024 1:54 PM
9	Overall tourism is viewed favorably because is generates business for downtown merchants and others, generates added revenue through occupancy tax.	10/8/2024 12:37 PM
10	While tourism is importsnt residents don't want everything focused on tourists. Want to keep the same small town feel and have things for residents to do/enjoy year round but can't financially support those businesses without tourists	10/8/2024 12:18 PM
11	Quickly growing YOY	10/8/2024 9:17 AM
12	Increased promotion of tourism	10/8/2024 8:28 AM

## Q15 Should your community leaders take active steps to increase tourism in Edenton?

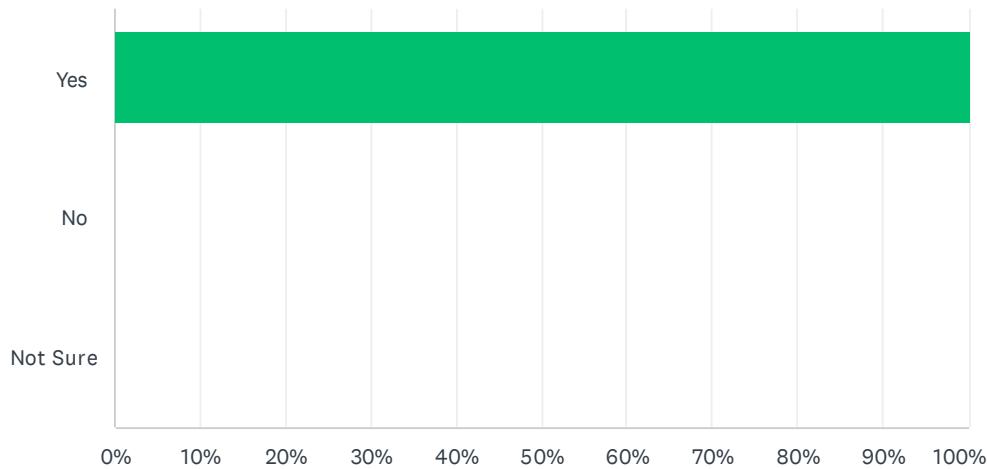
Answered: 12 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	83.33%	10
No	0.00%	0
Not Sure	16.67%	2
TOTAL		12

## Q16 Do you feel that Edenton is an attractive, welcoming, and desirable place for visitors/tourists?

Answered: 12 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	100.00%	12
No	0.00%	0
Not Sure	0.00%	0
TOTAL		12

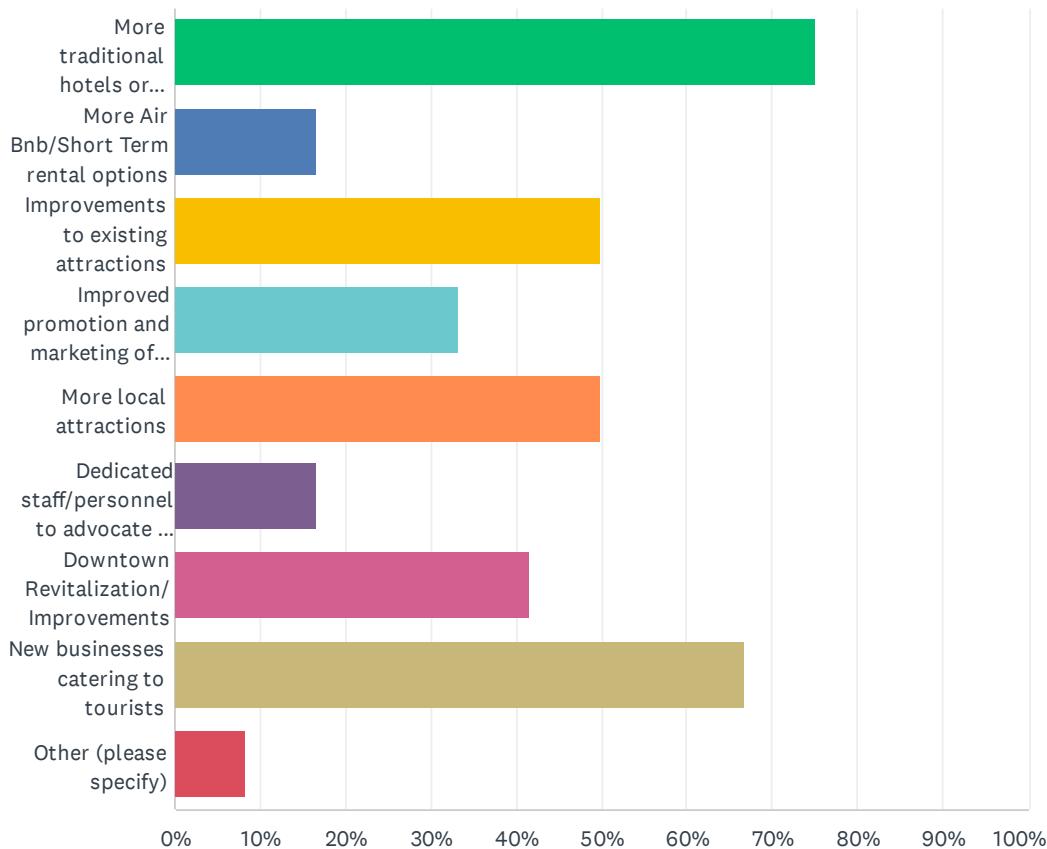
## Q17 Based on your response above, why do you feel Edenton is, or is not, an attractive, welcoming, and desirable place for visitors?

Answered: 12    Skipped: 0

#	RESPONSES	DATE
1	See question 10	1/7/2025 5:04 PM
2	Local officials work very hard to bring tourists to Edenton and local residents are very welcoming and friendly to them	1/7/2025 4:04 PM
3	People here are friendly. Edenton is not a heavily visited tourist area (unlike Williamsburg or the OBX) and I think a certain segment of the population appreciates this aspect.	1/7/2025 2:20 PM
4	Tourism is big business here and major efforts are carried out to keep tourism thriving	10/17/2024 1:32 PM
5	Is	10/17/2024 12:49 AM
6	Edenton is most welcoming. I hear people talking about how nice everyone is. When we have big tourism events (candlelight, Boogie, CYCLE, etc) the feedback is ALWAYS how nice, polite, and appreciative people are.	10/9/2024 8:03 AM
7	I do but I don't think we have a clear vision for what the town wants in relation to tourism.	10/8/2024 5:10 PM
8	I believe we're known as a friendly and welcoming community	10/8/2024 1:54 PM
9	Historic charm, water front, friendly people make Edenton an attractive community.	10/8/2024 12:37 PM
10	Friendly people, nice day trip	10/8/2024 12:18 PM
11	Free parking, welcoming town, easy water access, safe, lots of history	10/8/2024 9:17 AM
12	Many tourist come back to visit on a reoccurring basis.	10/8/2024 8:28 AM

**Q18 What type of improvements are needed to help increase tourism, and capture more economic value from tourism, in Edenton? (select all that apply):**

Answered: 12    Skipped: 0



ANSWER CHOICES	RESPONSES
More traditional hotels or lodging	75.00% 9
More Air Bnb/Short Term rental options	16.67% 2
Improvements to existing attractions	50.00% 6
Improved promotion and marketing of existing attractions	33.33% 4
More local attractions	50.00% 6
Dedicated staff/personnel to advocate for tourism based opportunities	16.67% 2
Downtown Revitalization/Improvements	41.67% 5
New businesses catering to tourists	66.67% 8
Other (please specify)	8.33% 1
Total Respondents: 12	

Town of Edenton CORE - Work Group - Initial Questionnaire

#	OTHER (PLEASE SPECIFY)	DATE
1	Walking trails	10/8/2024 9:17 AM

**Q19 Are there any existing outdoor recreation related businesses in or near Edenton (retail shops, guides, bike shops, manufacturing companies, etc.)? List all that apply:**

Answered: 11    Skipped: 1

#	RESPONSES	DATE
1	N/A	1/7/2025 5:06 PM
2	Retail shops Marinas	1/7/2025 4:08 PM
3	Surf, Wind and Fire (outdoor gear retailer), tour boats, boat manufacturing. There may be fishing and hunting guides, but since I don't search out those services,, I am not sure if they are available.	1/7/2025 2:42 PM
4	Surf Wind and Fire and Byrum's Hardware	10/17/2024 1:34 PM
5	SWF	10/17/2024 12:55 AM
6	Surf, Wind, Fire Stroud	10/9/2024 8:13 AM
7	Boat manufacturing Byrums hardware Surf Wind & Fire Town boat rentals Town Docks	10/8/2024 5:13 PM
8	Surf, Wind and Fire is a retail store that promotes outdoors, recreation.	10/8/2024 12:42 PM
9	Surf wind and fire?	10/8/2024 12:20 PM
10	Surf Wind and Fire. Kayak rentals through Town of Edenton. Captain Mark with the LiberTea. Harbor Town Cruises	10/8/2024 9:21 AM
11	Surf, Wind, & Fire, Boat manufacturers	10/8/2024 8:31 AM

**Q20 Are there any other existing businesses in or near Edenton that depend on, or benefit from, people engaging in outdoor recreation activities (hospitality businesses that cater to outdoor recreation participants, restaurants, breweries, lodging, etc.)? List all that apply:**

Answered: 11    Skipped: 1

#	RESPONSES	DATE
1	N/a	1/7/2025 5:06 PM
2	Restaurants	1/7/2025 4:08 PM
3	Not that I know about. Most tourists come for day visits to the historic district. Some do stay overnight, but they are typically not interested in traditional outdoor recreational activities.	1/7/2025 2:42 PM
4	N/A	10/17/2024 1:34 PM
5	All lodging, restaurants, retail benefits	10/17/2024 12:55 AM
6	All restaurants, lodging	10/9/2024 8:13 AM
7	Marina AirBnB / Bed & Breakfasts	10/8/2024 5:13 PM
8	restaurants, downtown merchants, hotels, air bnbs.	10/8/2024 12:42 PM
9	I imagine all restaurants benefit from increase in tourism but not sure they promote specifically to outdoor recreation participants	10/8/2024 12:20 PM
10	Kelloggs sells fishing equipment, Westover General Store sells fishing/hunting licenses	10/8/2024 9:21 AM
11	Restaurants, certain retail shops, grocery store	10/8/2024 8:31 AM

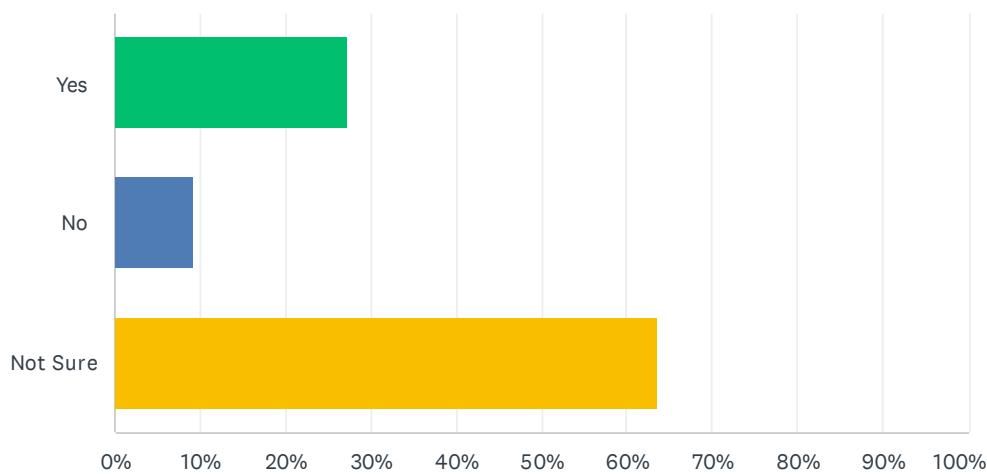
**Q21 Are there any additional business types or needed services (such as a bike shop, tackle shop, guide service, equipment rental, etc.) to support outdoor recreation in Edenton? If so, please describe.**

Answered: 11    Skipped: 1

#	RESPONSES	DATE
1	X	1/7/2025 5:06 PM
2	Equipment rental	1/7/2025 4:08 PM
3	Rental bikes and or e-scooter would be welcome. Something like Lime Bikes. I don't think Edenton could support a full time bike shop with a good shop now established in Elizabeth City. A local boat rental business or a club like Freedom Boat Club would be a nice addition. Some hunting lodges that offer a rustic place to stay, meals and hunting stands on private land managed for deer would be good. Also, duck hunting outfitters.	1/7/2025 2:42 PM
4	Bike and Golf Cart rental	10/17/2024 1:34 PM
5	Sporting goods, bike rental, kayak/paddleboard rental	10/17/2024 12:55 AM
6	seasonally yes, but I am not sure we can support a year round business	10/9/2024 8:13 AM
7	Bike Shop Guide Service for paddling Sailing instruction / access to sail boats	10/8/2024 5:13 PM
8	We don't have a bike shop.	10/8/2024 12:42 PM
9	Bike shop/rentals. Obvious way to rent boat/kayak	10/8/2024 12:20 PM
10	Bike rentals, golf cart rentals	10/8/2024 9:21 AM
11	All the above	10/8/2024 8:31 AM

## Q22 Are the business assistance resources available in Edenton community adequate to support the needs of existing businesses and prospective entrepreneurs?

Answered: 11 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	27.27%	3
No	9.09%	1
Not Sure	63.64%	7
TOTAL		11

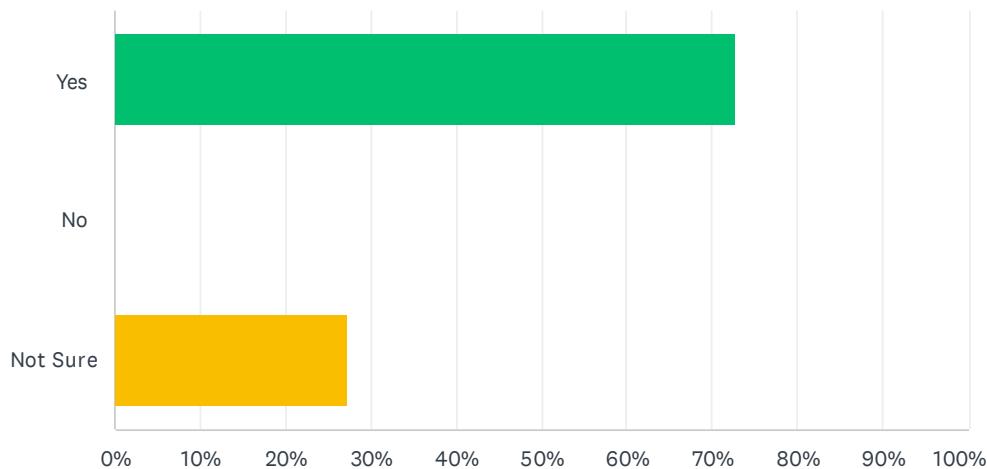
## Q23 What could be done to improve the resources and support available for existing businesses and prospective entrepreneurs?

Answered: 11    Skipped: 1

#	RESPONSES	DATE
1	Not sure	1/7/2025 5:06 PM
2	Not sure	1/7/2025 4:08 PM
3	Bring together landowners and potential outfitters.	1/7/2025 2:42 PM
4	?	10/17/2024 1:34 PM
5	Space	10/17/2024 12:55 AM
6	not sure	10/9/2024 8:13 AM
7	Paint a clear picture of what the town's vision is and ask people to participate in building that vision.	10/8/2024 5:13 PM
8	Survey business needs for training , etc.	10/8/2024 12:42 PM
9	Unsure	10/8/2024 12:20 PM
10	Not sure	10/8/2024 9:21 AM
11	Up fit/startup costs, education	10/8/2024 8:31 AM

## Q24 Are there strong relationships and active networking between local businesses in Edenton?

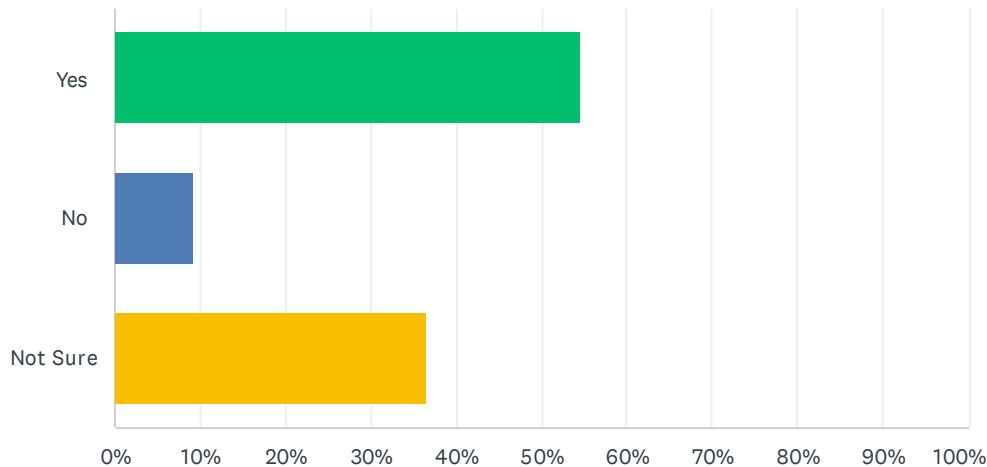
Answered: 11 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	72.73%	8
No	0.00%	0
Not Sure	27.27%	3
TOTAL		11

## Q25 Is improving quality of life for residents an economic development strategy in Edenton?

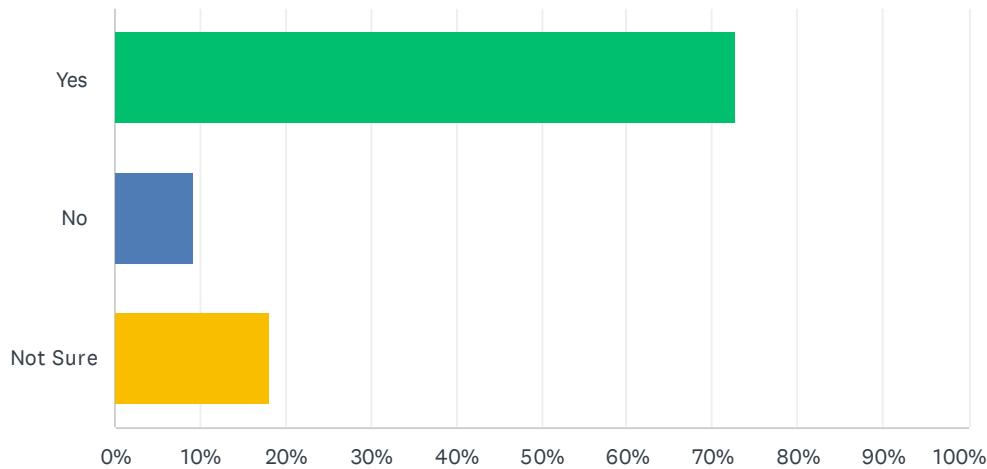
Answered: 11 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	54.55%	6
No	9.09%	1
Not Sure	36.36%	4
TOTAL		11

## Q26 Is it common for individuals in Edenton to participate in outdoor recreation activities to improve their health, or for general enjoyment?

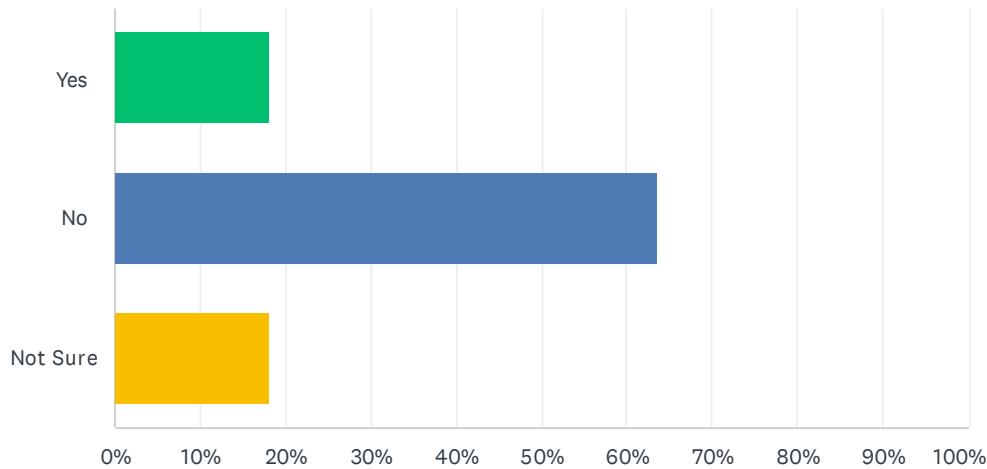
Answered: 11 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	72.73%	8
No	9.09%	1
Not Sure	18.18%	2
TOTAL		11

## Q27 Do you feel that all members of your community have easy access to places where they can participate in outdoor recreation?

Answered: 11    Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	18.18%	2
No	63.64%	7
Not Sure	18.18%	2
TOTAL		11

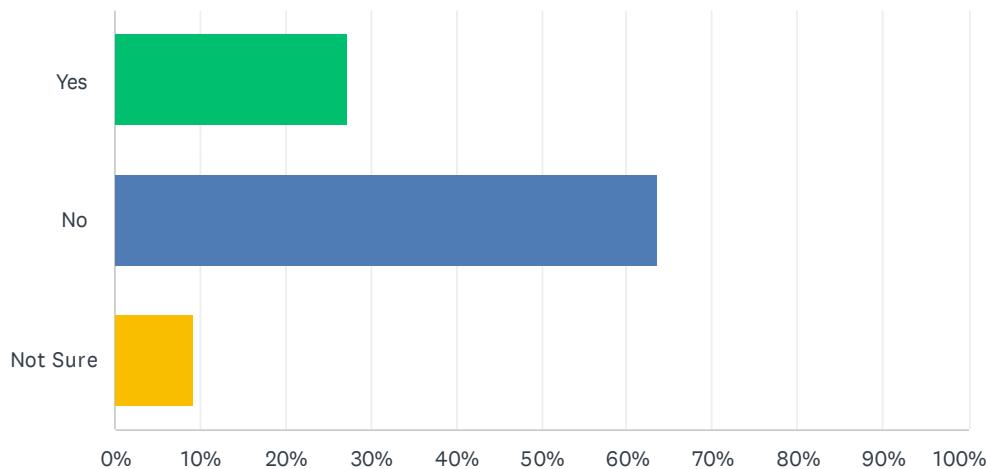
**Q28 If no, what could be done to increase access and accessibility to outdoor recreation for more members of the community? Are there specific populations that do not have easy access to outdoor recreation assets?**

Answered: 11    Skipped: 1

#	RESPONSES	DATE
1	Greater emphasis on youth related activities	1/7/2025 5:08 PM
2	The poorer population does not have the same water access as the rest of the population since most access is by boat. A public beach is needed.	1/7/2025 4:29 PM
3	Improve what lands the town/County own. Off road trails are crucial since so many people are afraid to walk or bike on the road, especially with kids.	1/7/2025 2:48 PM
4	More public access to water and related activities	10/17/2024 1:35 PM
5	Improve, add, centralize rec facilities	10/17/2024 12:57 AM
6	n/a	10/9/2024 8:14 AM
7	Access and education about water sports, including swimming as a base requirement.	10/8/2024 5:15 PM
8	More access for youth and seniors	10/8/2024 12:45 PM
9	More things to do	10/8/2024 12:22 PM
10	Walking trails, better rec center, not locking the soccer/baseball fields	10/8/2024 9:23 AM
11	Depending on the type of outdoor recreation.	10/8/2024 8:34 AM

## Q29 Are there sufficient opportunities for youth to participate in outdoor recreation activities?

Answered: 11 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	27.27%	3
No	63.64%	7
Not Sure	9.09%	1
TOTAL		11

## Q30 If not, what could be done to increase youth participation in outdoor recreation?

Answered: 11    Skipped: 1

#	RESPONSES	DATE
1	See previous responses	1/7/2025 5:08 PM
2	There are organized outdoor sports and playgrounds for youth but a public beach would open up waterways to them	1/7/2025 4:29 PM
3	General recreational focus in this area are on youth.	1/7/2025 2:48 PM
4	Better access and better facilities	10/17/2024 1:35 PM
5	Improve, add to facilities. Restructure rec dept. New rec dept leadership. Better marketing to community	10/17/2024 12:58 AM
6	n/a	10/9/2024 8:14 AM
7	We live on a body of water and people don't know how to swim - Swimming Pool (old story but needed)	10/8/2024 5:15 PM
8	More youth league sports, camps provided, transportation	10/8/2024 12:45 PM
9	More than just traditional team sports Rock climbing, horseback riding	10/8/2024 12:22 PM
10	Improved/new rec dept + planning	10/8/2024 9:23 AM
11	Centralized area for recreation	10/8/2024 8:34 AM