

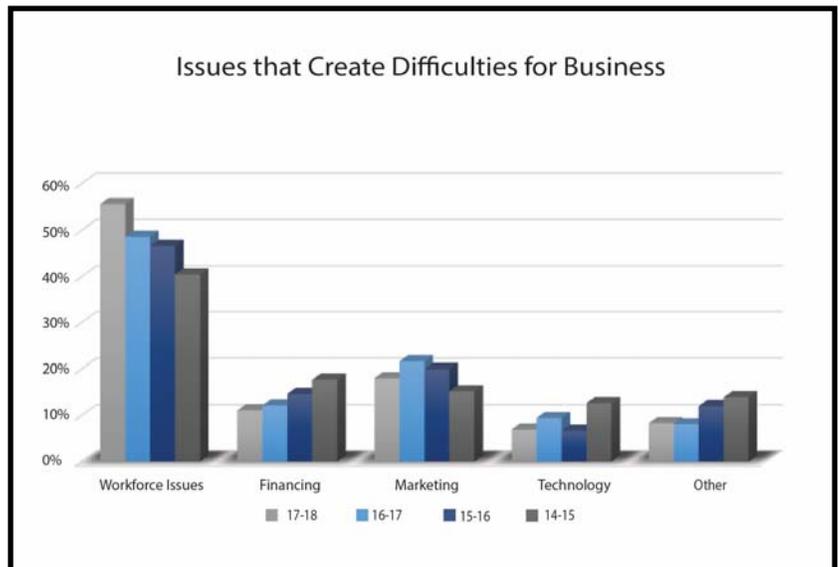
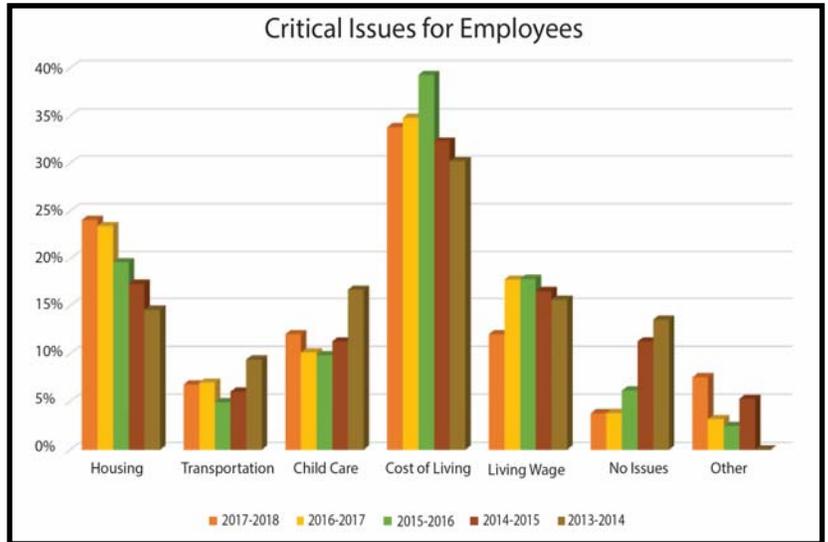
# Business Retention Program

The Outer Banks Chamber of Commerce continues to send out the Business Retention & Expansion surveys to over 1,000 businesses in the Outer Banks region. 2018 marks the fourth year this survey has been sent out. Since 2013 we have received over 300 responses to the survey.

The program has several outcomes:

- Tracking the business demographics of the region including type of business, business success, and business challenges.
- Collects and tracks skills gaps within the workforce. This information is shared with the local schools and colleges as a basis for determining future curriculum for students.
- Identifies businesses who may be considering an expansion (product line, workforce, size of facility) and gives us an opportunity to assist them with their plans.

The goal of a Business Retention & Expansion program is to grow and retain the existing base of business and jobs in Outer Banks area.



## Community Housing Initiative

The Outer Banks Chamber of Commerce has formed a Community Housing Initiative as part of its overall Program of Work. The purpose of this committee is to work with stakeholders in trying to find options and solutions to the yearly and seasonal rental housing needs as well as opportunities for people to purchase reasonably priced homes. We all agree there is no quick fix for this issue but we are committed to finding a way to help ease the stress that this issue brings.



The committee has presented to all the towns and counties on this issue to gain awareness and buy-in to the issue. The next step is to look at the current zoning in each area and see what opportunities may exist. The committee is also looking at other creative ways to address this situation.

# Dare County Economic Update



## Introducing OBXMADE - A Creative Branding Initiative

The Outer Banks is known as a premier tourist destination, a place where people come to get away from it all and enjoy life in its natural state. While tourism is the #1 driver of our local economy and understanding that the commercial fishing industry has a long-standing history, the Outer Banks region has grown from those roots to include small manufacturers (boat building, screen printing, cabinet making, etc.), locally branded restaurants, retail shops and more. Whether the product is big or small, handmade or mass produced, OBXMADE rewards the ingenuity, passion, talent and time that goes into each one. The pride the Outer Banks region takes in its local roots is strong; take part in celebrating and continuing the tradition that is OBXMADE.



### WHO is OBXMADE for?

OBXMADE is meant for all who create, build or produce a product— from entrepreneurs to chefs to brew masters and everyone in between. The pride that is required remains the same at all levels and should be recognized. OBXMADE celebrates this spirit while looking to grow it in the next generation of workforce, entrepreneurs and dreamers through outreach, recognition and branding our unique and special area.

### HOW is OBXMADE recognition awarded?

OBXMADE is a designation, awarded by the Outer Banks Chamber of Commerce, that recognizes products that are made on the Outer Banks. Application for use of the logo is made by application to, and acceptance by, the OBXMADE Advisory Board. The OBXMADE Advisory Board is an independent review board established with the sole purpose of reviewing OBXMADE applications on a quarterly basis. Award of the recognition is subject to annual renewal and is valid for a period of one year (12 months) from the official date of recognition.

## Stats & Outcomes

19   
New Dare County Businesses

25   
Business Inquiries  
Includes business relocation, new business inquiries, business opportunity inquiries, business assistance.

 31   
# of Request for Proposals  
reviewed

180+   
New jobs created