

Entrepreneurship Strategy for Beaufort County

UNC KENAN-FLAGLER STAR PROGRAM

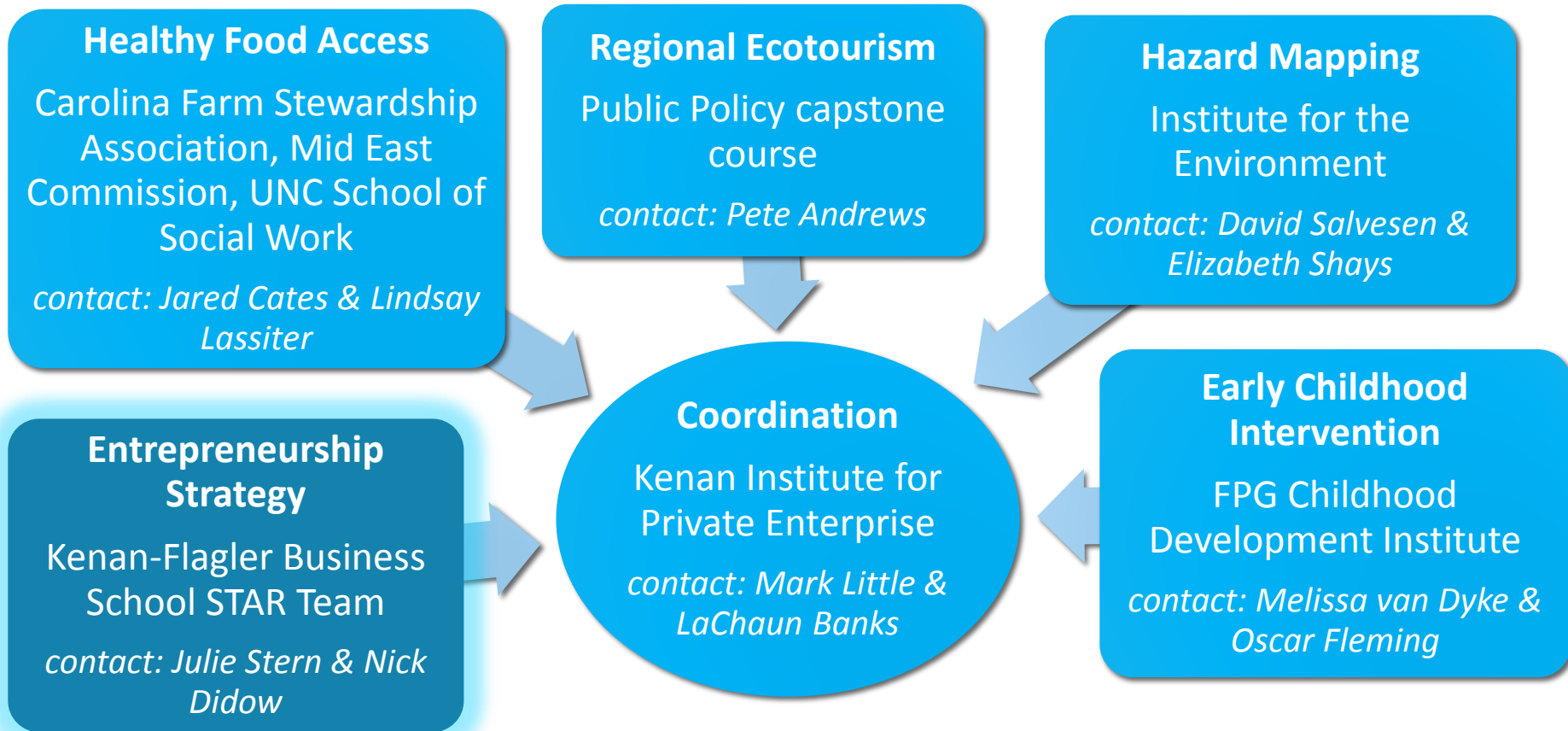
KICKOFF MEETING

JANUARY 24, 2014

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PROJECT LEADER: JULIE STERN, JLSTERN@LIVE.UNC.EDU (973) 476-2470

UNC Projects in Beaufort County – where we fit in



Meet the UNC STAR team...



Nick Didow, Faculty Advisor

- UNC Professor of Marketing
- Long record of public service and economic development projects in rural NC



Julie Stern, Project Leader

- UNC MBA & MCRP 2015
- Experience coordinating local and regional policy exchange programs



Laura Houston, Team Member

- UNC MBA 2015
- Experience as entrepreneur and marketing for small businesses in rural NY



Najee Johnson, Team Member

- UNC MBA 2015
- Experience teaching in rural Mississippi and with education policy



Maegan Becker, Team Member

- UNC BSBA 2015
- Second major in Public Policy



Rebecca Behar, Team Member

- UNC BSBA 2015
- Currently lives in Washington



Austin Powell, Team Member

- UNC BSBA 2015
- Concentrations in Consulting and Corporate Finance with second major in Public Policy

UNC Kenan-Flagler has experience with eastern NC economic development



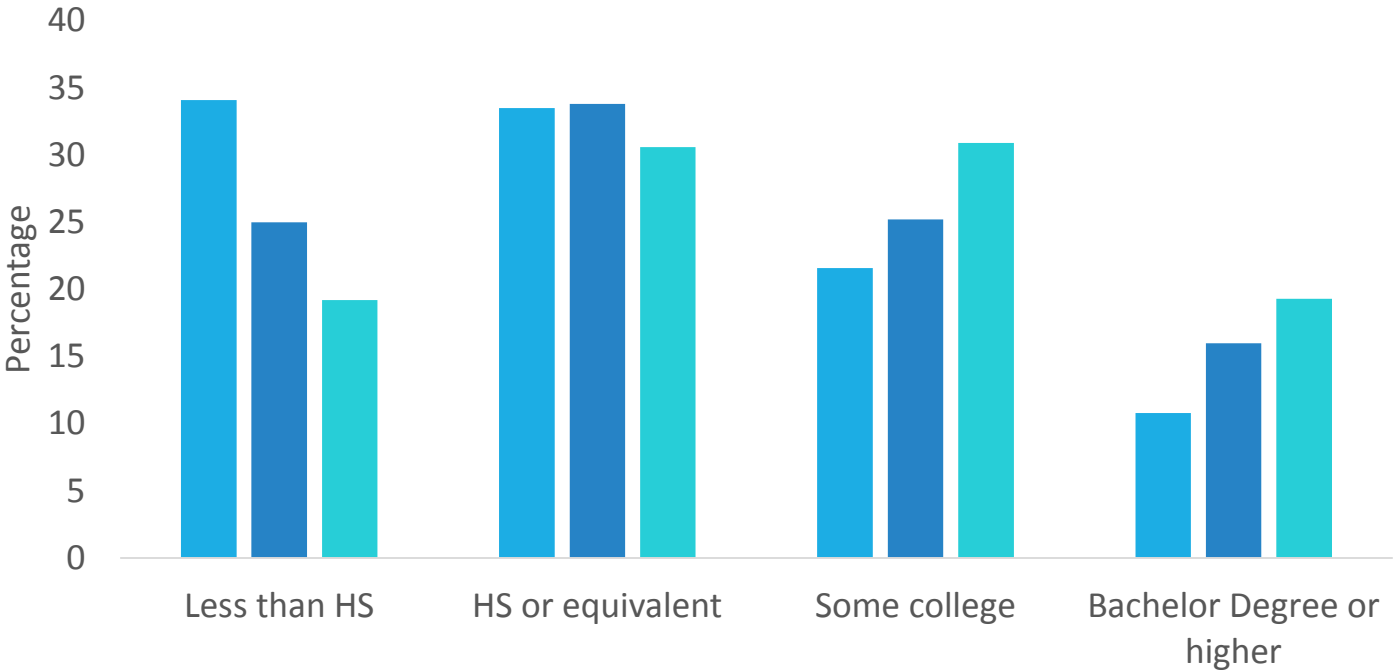
Beaufort County's Demographic Landscape

	Beaufort County	North Carolina
Total population	47,507	9,748,364
Age	Persons under 5: 5.6% Persons under 18: 21.6% Persons 65 years and over: 20.1%	Persons under 5: 6.4% Persons under 18: 23.4% Persons 65 years and over: 13.8%
Ethnicity	White 71.7% Black 25.6% Hispanic 7.2% Asian 0.5% Two or more races 1.3%	White 71.9% Black 22% Hispanic 8.7% Asian 2.5% Two or more races 2%
Education	High School Degree or Less: 49.5% Some College or Higher: 50.2%	High School Degree or Less: 42.5% Some College or Higher: 57.6%

Source: 2012 U.S. Census, ACS 2010-2012

Today an increasing number of residents have higher education

Educational Attainment in Beaufort County

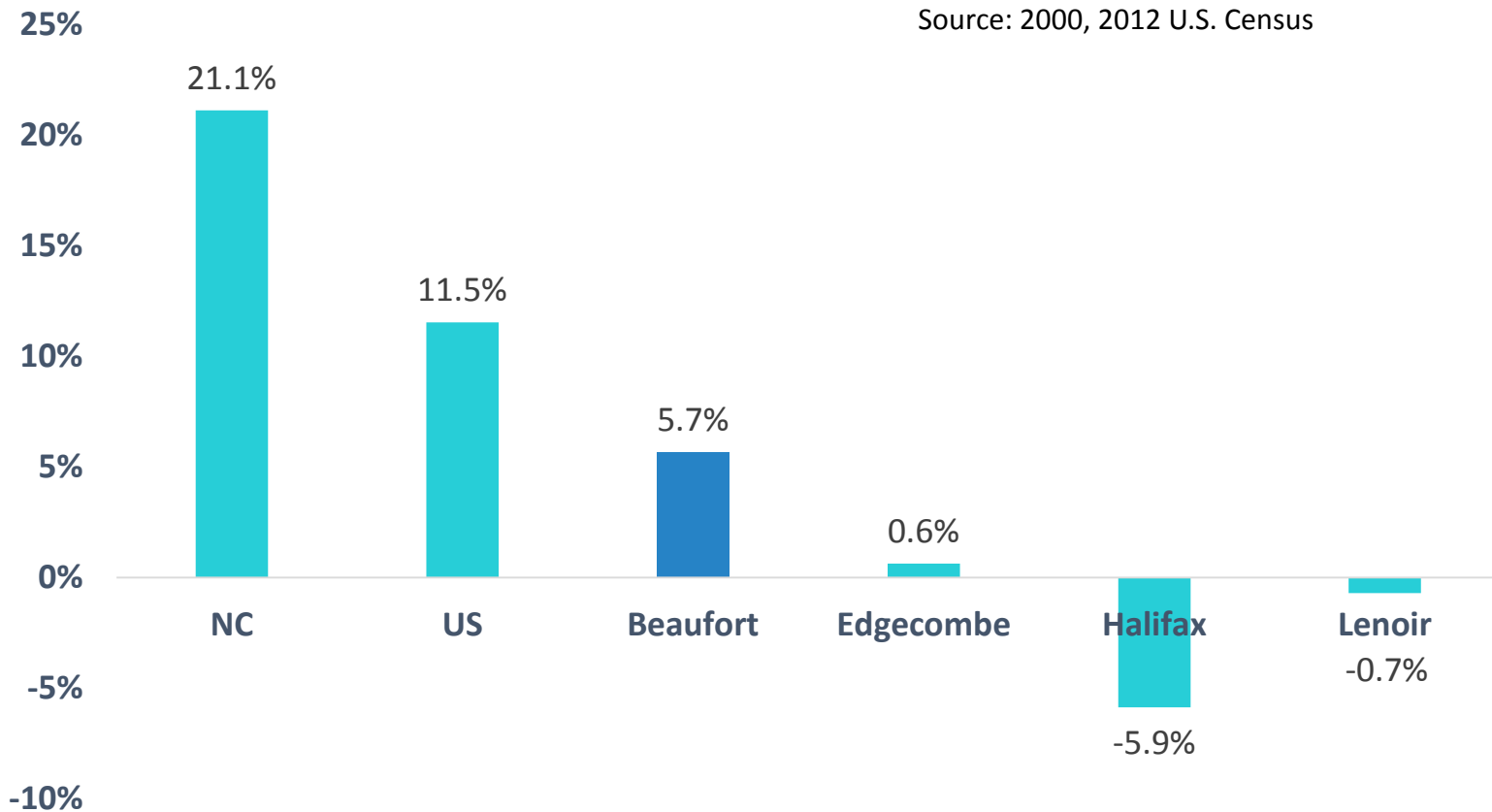


Source: U.S. Census 1990 & 2000, ACS 2010-2012

■ 1990 ■ 2000 ■ 2010

US, NC and Eastern Counties Population Changes (2000-2012)

Source: 2000, 2012 U.S. Census



Beaufort County's Economic Landscape

	Beaufort County	North Carolina
Unemployment Rate	12.6%	10.5%
Below Poverty Line	20.6%	16.8%
Median Household Income	\$40,147	\$46,450
Per Capita Income (Last 12 Months)	\$22,326	\$25,285

Source: 2012 U.S. Census

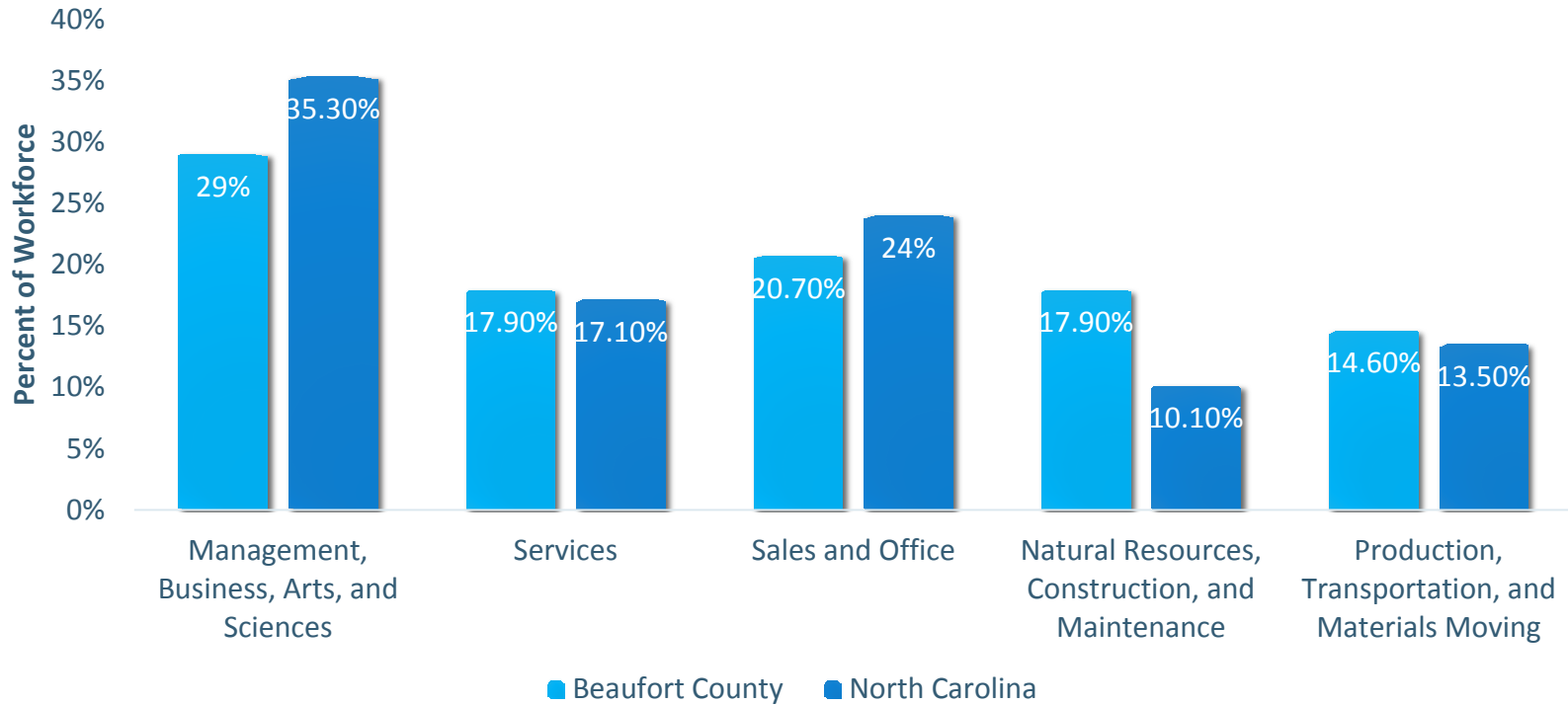
A Deeper Look at Beaufort's Towns

	Bath	Aurora	Washington	Belhaven
Unemployment Rate	0%	14.0%	15.6%	16.9%
Below Poverty Line	2.3%	16.5%	26%	31.3%
Median Household Income	\$70,625	\$44,250	\$28,750	\$18,179
Per Capita Income (Last 12 Months)	\$39,625	\$23,126	\$18,801	\$13,423

Source: 2010 U.S. Census, ACS 2008-2012

Occupational Overview of Beaufort County

Industries



Source: 2010 U.S. Census

Key Question: How can Beaufort develop a community of entrepreneurs in 5 to 10 years?

Beaufort's needs and priorities



Beaufort assets and resources



Best practices from other communities

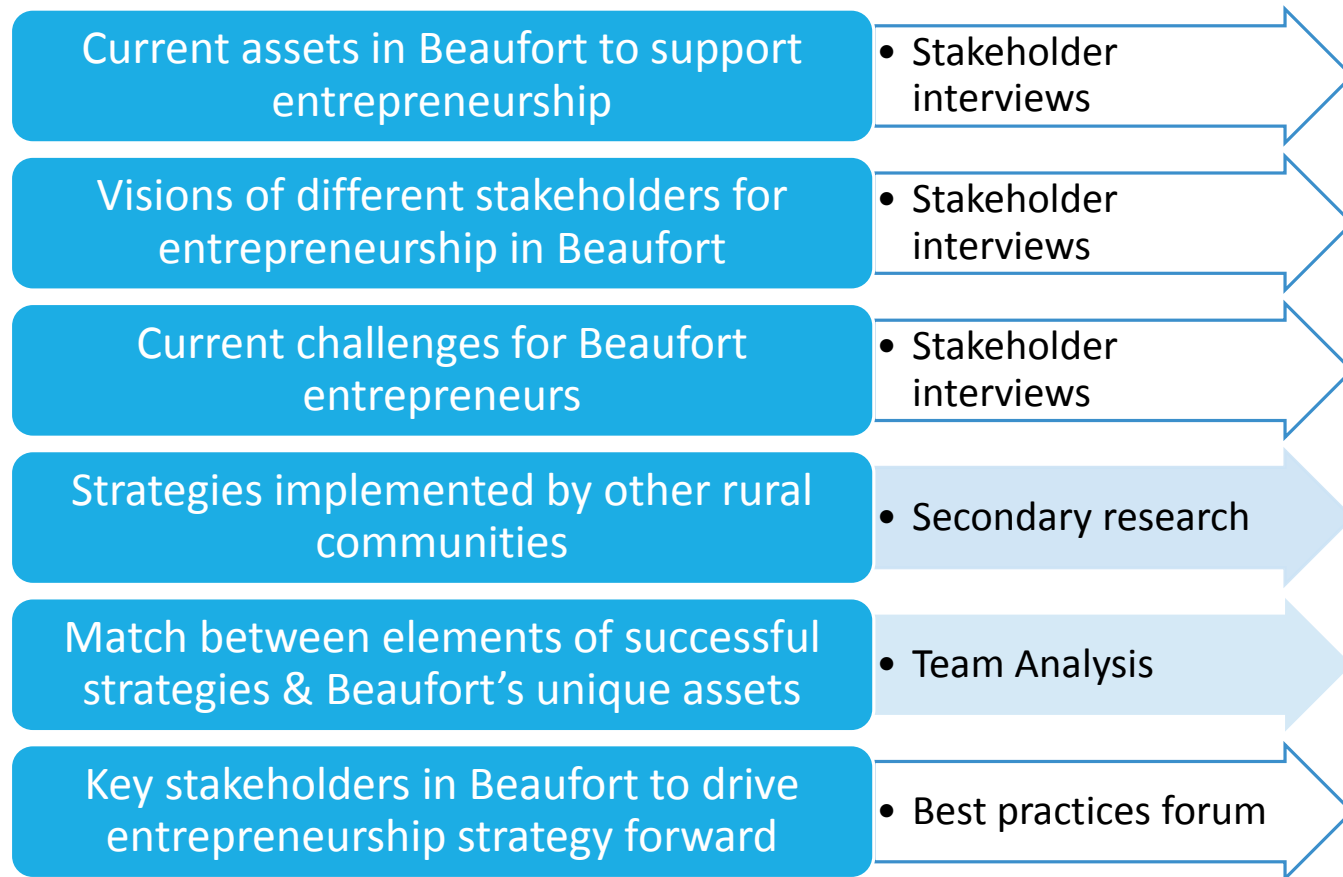


Beaufort entrepreneur strategy

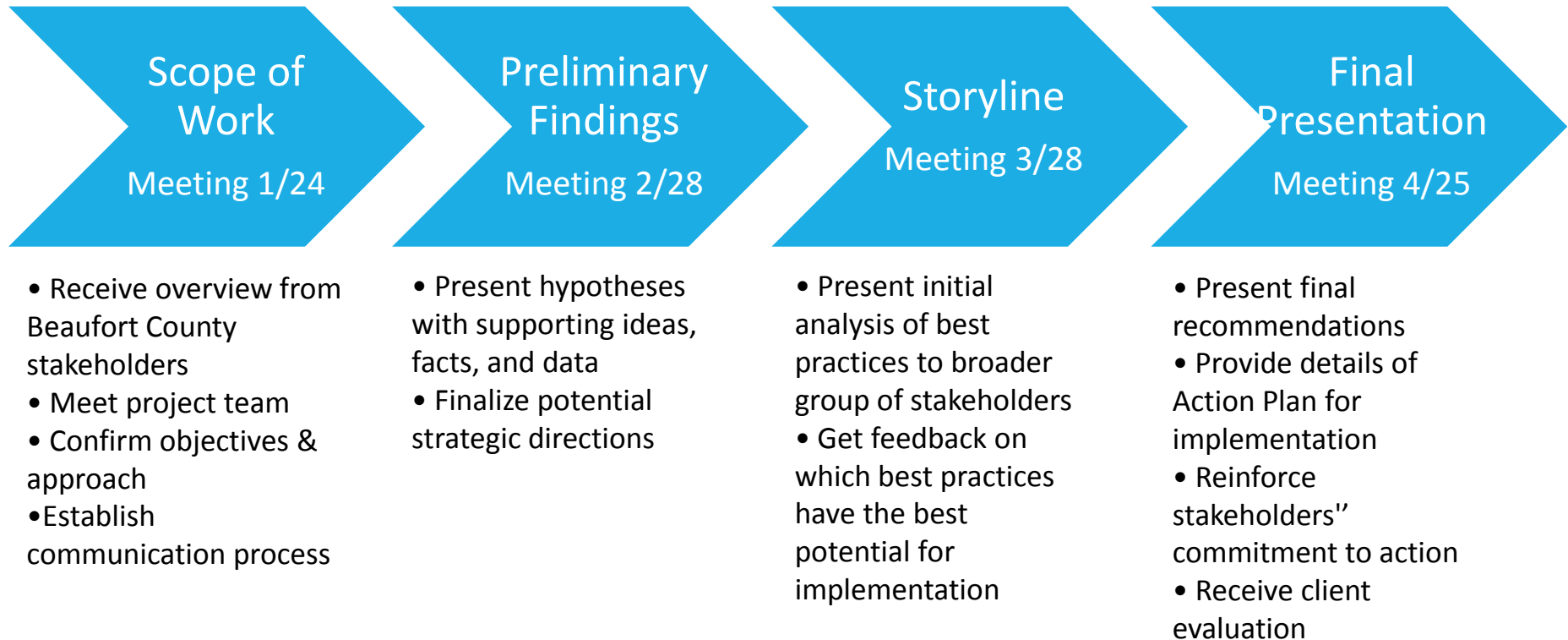
Our Research Plan

Deliverable

Questions we aim to answer



Phases, meeting dates, and deliverables



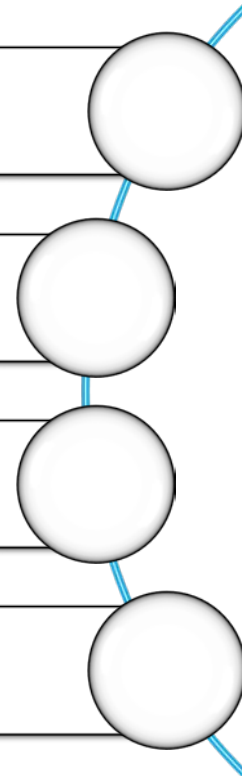
Keys to our partnership

Access to local stakeholders

Provide internal data and previous analysis

Facilitate conversation with entrepreneurs

Weekly check-ins between Julie and Bob



What does success look like?

Current Measures of Success

Potential Measures of Success?

Thank you for your time. Any questions?

