

Expanding Bertie's Travel & Tourism Economy and the Creation of the Tourism Development Authority (TDA)

2018 RIVERS TO SOUNDS IN THE BERTIE WATER CRESCENT REPORT

A water-based vision for sustainable eco-tourism and environmental education in Bertie County. If Bertie County can build and market significant programs around its “world-class” natural and cultural resources, people will come. It’s all about the three W’s **Water, Wildlife, and Wildness**
Dr. Stanley Riggs, North Carolina Land of Water (www.nclandofwater.org)

2019 PBS NORTH CAROLINA “A PENINSULA WITH A FUTURE”

This [UNCTV Exploring North Carolina](#) episode by Tom Earnhardt and Dr. Stan Riggs. Bertie is blessed with a treasure trove of natural resources that can be the foundation for new forms of economic development.

2021 TRAVEL & TOURISM ADOPTED AS CORE ECONOMIC DEVELOPMENT CLUSTER

Alongside Agriculture and Industry, Travel & Tourism has the potential to become the primary driver of business development, downtown revitalization, new career paths, and a revenue source for the County.

2022 DESTINATION BERTIE STEERING COMMITTEE FORMED

Responsibly promoting Bertie's assets to open new opportunities to improve our quality of life. The committee spent two years providing outreach and education around assets and vision development.

2022 BERTIE COUNTY AWARDED PLACEMENT IN RC2 TRAINING

This initiative is a collaborative effort between the North Carolina Department of Commerce's Rural Economic Development Division and university partners like Appalachian State University and East Carolina University. It is designed to help leaders in economically distressed communities build capacity for economic development planning and implementation.

2022 BERTIE COUNTY AWARDED RURAL TRANSFORMATION GRANT

The Rural Transformation Grant Fund provides local governments with grants and expert guidance to improve economic vitality and overcome the unique challenges many rural communities face. Bertie received \$200,000 for surveying, visioning with municipalities, [video production](#), brand messaging, brand development, and completion of the Travel & Tourism Action Plan.

2023 BERTIE OCCUPANCY TAX ENABLED BY NC GENERAL ASSEMBLY FEBRUARY 21, 2023

2024 BERTIE ADOPTS OCCUPANCY TAX APRIL 8, 2024

2024 BERTIE COMPLETES [TRAVEL & TOURISM ACTION PLAN AND BRAND DEVELOPMENT](#)

2024 BERTIE TOURISM DEVELOPMENT AUTHORITY (TDA) ESTABLISHED OCTOBER 7, 2024

2025 BERTIE TDA BOARD selected in April 2025. Holds first meeting in June 2025.