

# TOP 10 THINGS TO KNOW ABOUT EMERALD ISLE!



Nice Matters!

**Town of Emerald Isle**  
7500 Emerald Drive  
Emerald Isle, NC 28594

252-354-3424 voice  
252-354-5068 fax

[www.emeraldisle-nc.org](http://www.emeraldisle-nc.org)

**Mayor**  
Eddie Barber

**Mayor Pro-Tem**  
Floyd Messer, Jr.

**Board of Commissioners**  
Candace Dooley  
Steve Finch  
Jim Normile  
Mark Taylor

**Town Manager**  
Frank A. Rush, Jr.  
[frush@emeraldisle-nc.org](mailto:frush@emeraldisle-nc.org)



10. **It's a lot bigger place than you think.....**
  - nearly 7,000 housing units
  - from nearly 4,000 to nearly 40,000 people
  - \$2.7 billion total value
9. **We are committed to public access to the water!**
  - Nies v. Emerald Isle landmark case
  - more than 75 public beach access locations and 25 sound access
  - more than 350 public parking spaces
  - largest public boating access facility on the NC coast
8. **We are a lot more like Disney World than a local government!**
  - customer service
  - aesthetics
  - experience
  - 5 different customer bases
  - continual incremental improvements, try to pay attention to the little things
7. **We place a high priority on public information!**
  - website (~400,000 visits annually)
  - twitter (~3,200 followers)
  - the Emerald Isle APP (~8,700 downloads)
  - facebook (~18,000 "likes")
  - email newsletter (~7,700 subscribers)
  - text alerts (~1,700 subscribers)
6. **We are a very fiscally conservative community...**
  - consistently low property tax rate
  - aggressively pursue grant opportunities
  - 2<sup>nd</sup> lowest property tax rate among 21 oceanfront towns in NC
5. **We seek a careful balance between environmental protection & property rights...**
  - relatively large lot sizes, 35% natural area preservation
  - storm water management at individual lot level
  - always seek to assist the customer while adhering to Town requirements, focus on goals not rules
4. **Emerald Isle alone is a significant economic contributor in Carteret County!**
  - nearly 20% of County property tax base
  - tax base is approximately equal to Morehead City + Newport + Beaufort combined
  - more than 60% of room occupancy tax generated within EI town limits
3. **We protect our most important assets!**
  - the beach! nourishment is essential!
  - Bogue Inlet!
  - the sound!
  - pristine water quality!
2. **We place the highest priority on our "family beach image" and "small-town atmosphere"!**
  - only 200 acres zoned for commercial and mixed use (of total 3,200 acres) ~ 6%
  - 40 ft. building height limit
  - commitment to bicycle and pedestrian facilities
  - building vibrant and economically successful community while committed to core identity
1. **Nice Matters!**
  - in every way: be nice to each other, to our customers, and a nice community appearance!